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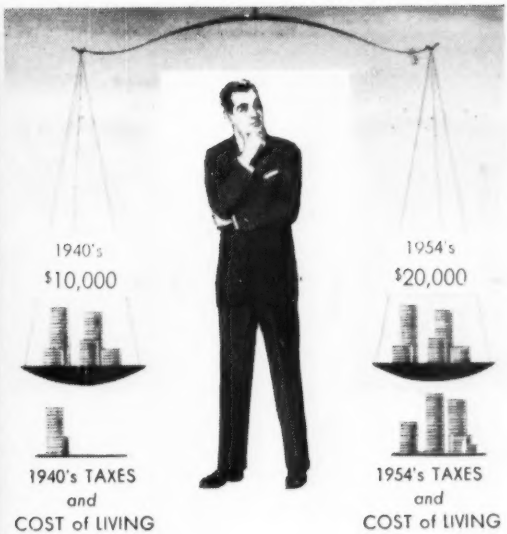

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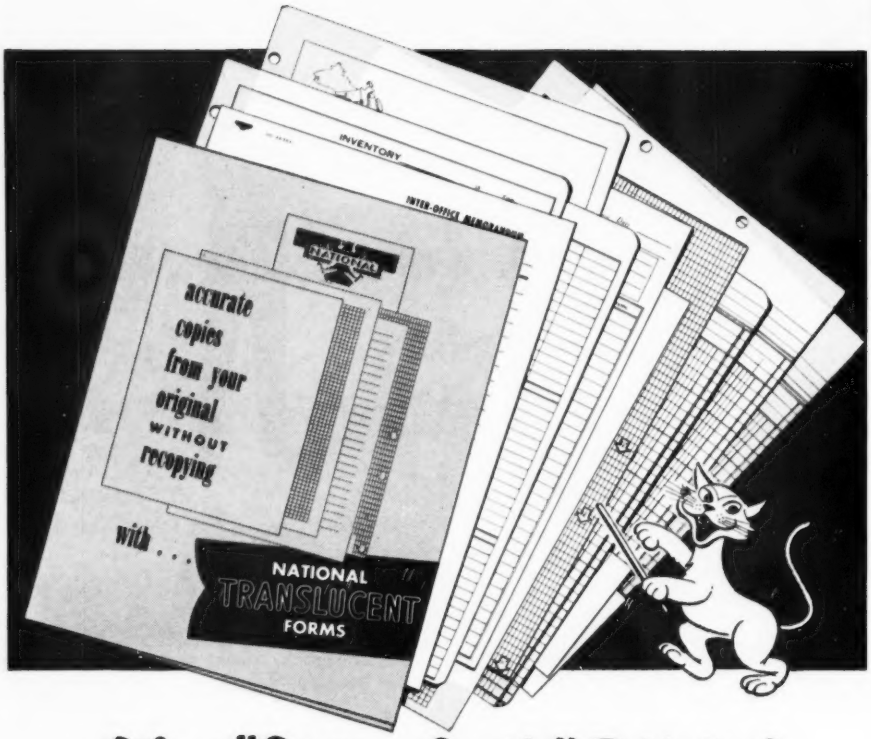

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How Much Does It Cost To Communicate?

C. I. KEELAN
Office Methods Specialist, Johns-Manville Corp., New York.

OFTEN the originator of a communication is permitted to make a choice between various methods of communicating. He may telephone, Teletype or send a telegram. He may telephone or write a letter. If he chooses a letter, he may write it in longhand and send it, or he may have the longhand draft typed. He may dictate the letter to a stenographer or to a dictating machine. There are, of course, other choices and these are merely examples.

I suspect the usual originator makes his choice (if, indeed, he makes one at all) so quickly that it is almost an unconscious act. If he gave the matter a little more thought, he would find that he does have a choice much more often than he might think. To encourage originators to give this matter more thought, we decided to give them a tool.

We made a series of tables showing the costs of various methods. We valued the time of people (originators, recipients, operators, mail clerks, typists, etc.) at the weighted average of the salaries of all persons normally engaged in the various activities. We omitted such nonmarginal costs as rental of private wire facilities. (A marginal cost may be defined as one that represents money out-of-pocket.) You will note that we consider the cost of people's time as marginal.

Most studies I have seen deal with the cost of a call, letter, etc. We found that the length of a call, letter or telegram made such a difference in the cost that we thought it better to compute costs for various lengths.

(Tables appear on pages 8 and 9; article concludes on page 10.)

Kind \ Words	20	50	100	200	500
Reply written on letter received	12¢	24¢	42¢	85¢	$2.06
Memo written by hand	16¢	28¢	46¢	90¢	2.12
Letter dictated to recording machine	21¢	31¢	49¢	89¢	2.07
Letter dictated to stenographer	21¢	35¢	57¢	$1.06	2.46
Letter typed from longhand draft	23¢	41¢	71¢	1.32	3.19

TABLE 1: LETTERS AND MEMOS TO BRANCH OFFICES.

Principal cost elements: supplies, mailing, filing; time of originator, recipient, stenographer and typist. Cost of dictating equipment is considered non-marginal and not included. (The average letter on 8½" x 5" sheet contains 100 words; on 8½" x 11", 300 words.)

Kind \ Words	20	50	100	200	500
Reply written on letter received	11¢	22¢	39¢	77¢	$1.86
Memo written by hand	14¢	25¢	42¢	81¢	1.91
Letter dictated to recording machine	19¢	28¢	45¢	82¢	1.91
Letter dictated to stenographer	19¢	32¢	53¢	99¢	2.30
Letter typed from longhand draft	21¢	38¢	67¢	$1.25	3.03

TABLE 2: LETTERS AND MEMOS TO NON-BRANCH OFFICES.

Principal cost elements are the same as in Table 1 except there is no cost for recipient.

Distance \ Words	10	20	30	40	50	100
Up to 500 miles	19¢	24¢	30¢	34¢	43¢	73¢
500 - 1000 miles	21¢	26¢	32¢	36¢	45¢	75¢
Over 1000 miles	23¢	28¢	34¢	38¢	47¢	77¢

TABLE 3: PRIVATE WIRE MESSAGES TO BRANCH OFFICES.

Principal cost elements: supplies; time of originator, recipient and operators. Rental of equipment is considered a non-marginal cost and therefore not included.

Distance \ Words	15	23	30	40	50	100
75 miles	75¢	94¢	96¢	$1.00	$1.06	$1.70
175 miles	$1.02	$1.33	$1.35	1.39	1.45	2.36
325 miles	1.19	1.55	1.57	1.61	1.67	2.69
1000 miles	1.52	1.93	1.95	1.99	2.05	3.30
2100 miles	1.85	2.37	2.39	2.43	2.49	4.01

TABLE 4: TELEGRAMS TO BRANCH OFFICES.

Principal cost elements: time of originator and recipient, and charges by Western Union.

Distance \ Words	15	23	30	40	50	100
75 miles	71¢	90¢	92¢	96¢	$1.01	$1.64
175 miles	98¢	$1.29	$1.31	$1.35	1.40	2.30
325 miles	$1.15	1.51	1.53	1.57	1.62	2.63
1000 miles	1.48	1.89	1.91	1.95	2.00	3.24
2100 miles	1.81	2.33	2.35	2.39	2.44	3.95

TABLE 5: TELEGRAMS TO NON-BRANCH OFFICES.
Principal cost elements are the same as in Table 4, except that there is no cost for recipient's time.

Distance \ Minutes	3	4	5	8	12	15
25 miles	78¢	$1.03	$1.26	$1.99	$2.95	$3.66
50 miles	89¢	1.14	1.37	2.10	3.06	3.77
75 miles	$1.00	1.31	1.59	2.49	3.67	4.54
175 miles	1.25	1.61	1.94	3.00	4.40	5.44
325 miles	1.55	1.99	2.40	3.70	5.40	6.67
1000 miles	2.32	2.98	3.61	5.57	8.15	10.08
2100 miles	3.04	3.84	4.62	7.00	10.36	12.52

TABLE 6: TELEPHONE TOLL CALLS TO BRANCH OFFICES.
Principal cost elements: time of operators (at both ends), caller and person called; and charge by telephone company.

Distance \ Minutes	3	4	5	8	12	15
25 miles	58¢	76¢	93¢	$1.46	$2.16	$2.68
50 miles	69¢	87¢	$1.04	1.57	2.27	2.79
75 miles	80¢	$1.04	1.26	1.96	2.88	3.56
175 miles	$1.05	1.34	1.61	2.47	3.61	4.46
325 miles	1.35	1.72	2.07	3.17	4.61	5.69
1000 miles	2.12	2.71	3.28	5.04	7.36	9.10
2100 miles	2.84	3.57	4.29	6.47	9.57	11.54

TABLE 7: TELEPHONE TOLL CALLS TO NON-BRANCH OFFICES.
Principal cost elements are the same as in Table 6, except that there is no cost for the person called nor for his operator.

Many conclusions may be drawn from these tables. I have selected certain conclusions that may be of unusual interest or significance:

A letter or memo costs less than a private wire of the same length sent any distance.

A 100-word letter costs less than any length domestic telegram sent any distance.

A 100-word letter costs less than a 3-minute telephone toll call of any distance, except below 50 miles.

A handwritten memo or letter costs less than one of the same length dictated or written and then typed, except that a letter of 200 or more words dictated to a machine and sent to one of our branch offices costs less than a handwritten memo of the same length.

Even though a letter is, in general, the cheapest means of communication, a long letter costs significantly more than a short one.

A 100-word private wire to one of our branch offices costs less than a telephone toll call of any duration to the same office.

Below 75 miles, a 3-minute toll call to an outsider costs less than a 15-word telegram.

There is no difference in cost due to the distance a letter or memo is sent.

There is slight (2c to 4c) difference in cost due to the distance a private wire is sent.

There is significant difference in cost due to the distance a telegram is sent, or the distance over which a toll call is made.

If your people will use these tables, the saving to your company can be appreciable. If nothing else, the publication of such tables makes people aware of the fact that communicating by whatever method is not inexpensive.

The Management and Control of Reports

MILTON REITZFELD
Director, District Records Management Office, Third Naval District, New York.

BIG, medium and small offices all have one thing in common—the manufacture of paperwork. If someone were to tell us of a method that might materially reduce the amount of the most complicated and expensive documents we "push" around day in and day out, we would give that person our undivided interest. Records management and systems and procedures analysts have attacked the problem from a variety of angles but have given little attention to the management and control of that most costly document: the report. Why? Probably because we have spent most of our time on the creative record procedures of first line supervisors and their staffs. We have given little time to the relationship between middle management and the creation of records and almost no time to the consideration of top management's role in document-making. All of us know that reports are usually prepared at the request of middle and top management.

A report is an official statement of fact or opinion for the purpose of determining or comparing the status of an actual or proposed venture by management. The report is simple to define but preparing it is another matter.

The report is the most expensive document prepared by business or government. Frequently reports cost upwards of tens of thousands of dollars. Most reports are prepared by compiling and

Recipe for Costly Reports

1. Prepare as many daily records as possible using dollar costing clerks, material, equipment and space. Season well by checking 100% for errors.

2. File until ready.

3. Remove daily records from file and, employing higher salaried personnel, summarize and prepare subordinate or feeder reports. Don't forget to audit when necessary.

4. Have top management study and review feeder reports.

5. Put feeder reports back into file.

6. Quarterly, semi-annually or annually remove feeder reports from file. Summarize and prepare final report.

7. Place on desk of top management.

8. Review and digest.

9. Return to file.

summarizing figures from daily operating records of one kind or another. Another way of stating this is that many daily records are prepared for the sole purpose of compiling reports. If we can eliminate certain reports, streamline preparation of others and install continual control over the conception of future reports, we may be able to lop off one of the largest and the most expensive luxuries in the record-making process.

One might as well not spend any effort over this problem unless he can enlist the whole hearted support of top management. A dramatic and simple way of accomplishing this is to take an unnecessary report and make a presentation to management of the savings that may be realized by its elimination.

Breakdown the report into its component parts; the feeder reports and daily records it is prepared from. Determine the number of manhours required to make each of the daily records. Multiply this figure by the average number of records prepared during the reporting period. When you have the gross number of manhours employed in preparing the daily records, multiply that number by the average manhour wage to determine the cost. Arrive at the number of manhours required to compile and summarize the daily figures. Again this manhour total must be multiplied by the dollar value of the manhour to obtain the costs. Finally, both cost of records and cost of summary are

combined to reveal the full cost of the report. There may be other expenses involved such as printing and distribution. No matter how much we can show our report costs to make, the presentation will be worthless if it does not contain the reasons why the report is unnecessary, indicate an inexpensive substitute, or tell how it can be simplified.

Management of reports, like any other records management technique, is premised on the principles of work simplification and is made up of four phases: inventory, "crash", control, internal audit:

INVENTORY: How many organizations have complete knowledge of the reports they prepare each year? Many do not even have a total figure of the number of reports much less their names, why they are prepared, when they must be prepared, and who they are submitted to. Develop an accurate inventory. At the conclusion of this step, the records manager should have the necessary data to prepare a list containing the following: name of the report; frequency of submission including exact dates; preparing offices; requiring offices or agencies; description of written requests (authority to prepare) for reports; receiving offices.

The inventory must be distributed to all key personnel. Think of the advantages of such a tool, the endless hours that may be eliminated by knowing the source of all statistics, research, and opinion available in the organization.

"CRASH": By classifying each report by function and comparing report against report, duplicate and overlapping reporting may be uncovered. Questionable reports, *i.e.*, reports prepared without written authority, those with antiquated authority, those that apparently do not serve any useful purpose, reports prepared by obsolete methods, and duplicate and overlapping documents should be discussed at a conference of the heads of all departments.

All reports that cannot be justified must be discontinued. Proposals should be submitted for the improvement of those obviously in need of betterment. When this takes place, more than just the expense of paper, printing, equipment and space will be reduced. It is the manhours and years saved which really pay off. This is the "crash" phase. If top management had any doubts about the program before this, the number of lame ducks that you will rid them of will surely give you all the support necessary for success. The "crash" program is usually so profitable that it might not be a bad idea to conduct one each year.

CONTROL: Written instructions must be prepared for each approved report. All reports must be assigned a codified numerical symbol to serve the following purposes: identify the subject and that the report has been approved by management; identify the requiring office; allow for calculating the number of reports being prepared.

Unless properly restrained, organization may run wild, creating complicated, expensive records. Birth of new reports can be curbed by adopting a rigid control system. Require that every report must be established by written instructions which, when approved, will constitute authority for preparation. Instructions must be couched in simplest terms and include format, data to be included, where data can be obtained, how it is to be compiled, submission dates and the receiving department. A draft of the instructions should be submitted together with written justification for the need of the report to a central control point staffed with qualified systems people and equipped with an inventory of reports in use and working files. Where records management or systems "shops" are already established, those sections will maintain the control point. Work files should contain a copy of the instruction for each report, a sample report and analysis of the manhour requirements.

Upon receipt of a request from management for a proposed report, it should

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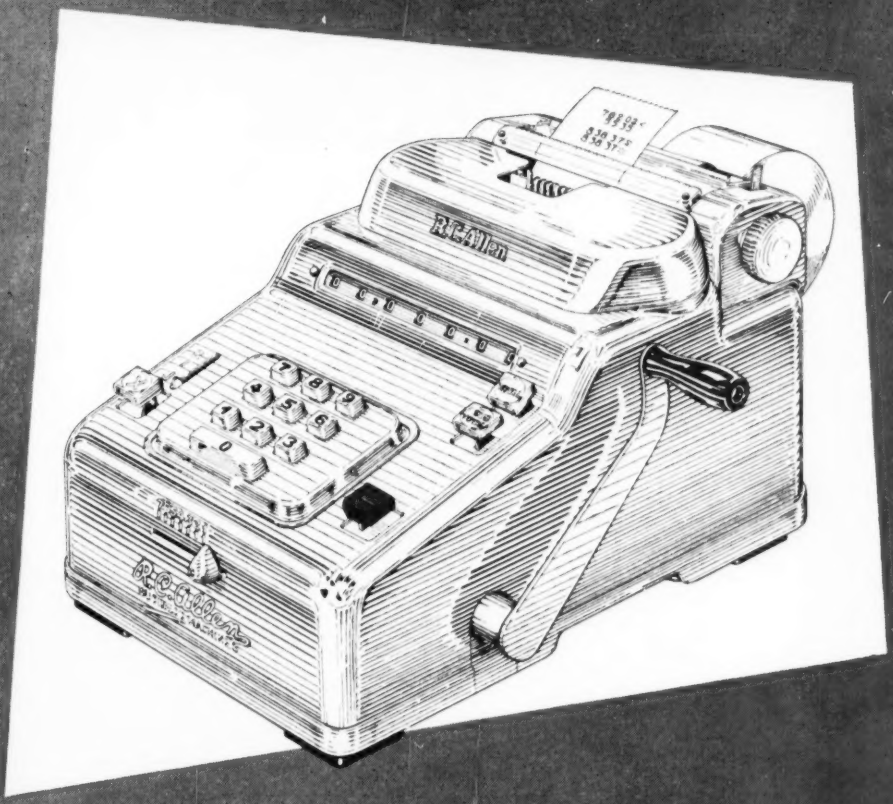

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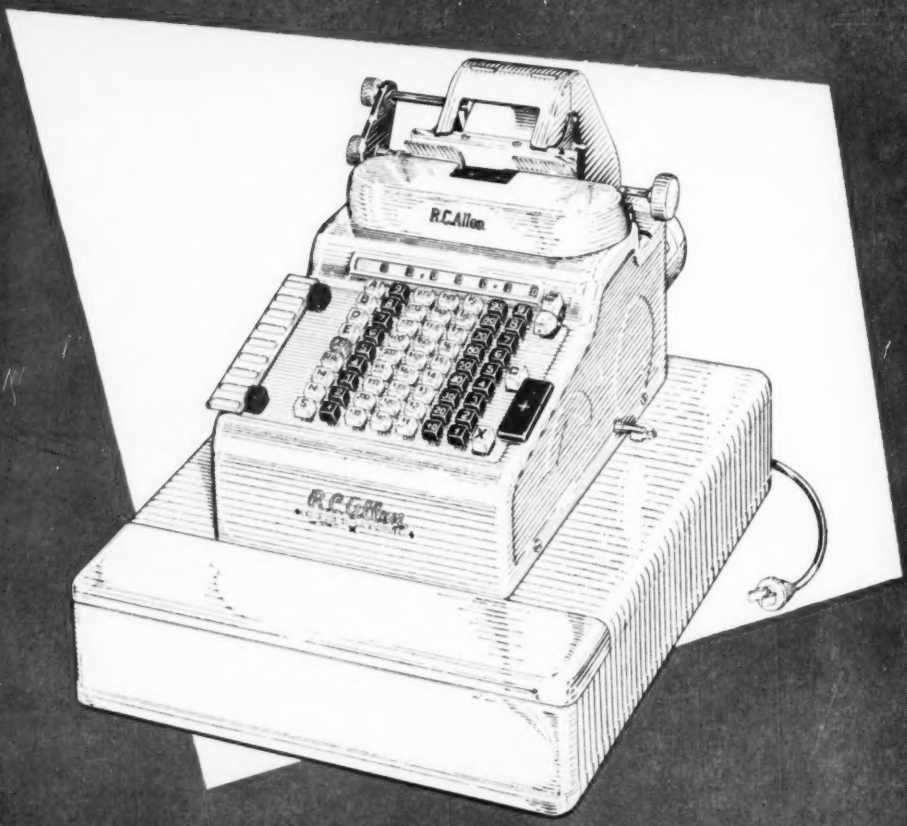

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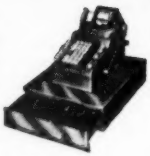

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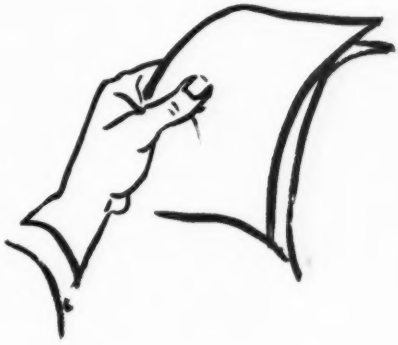
be examined against the inventory to ascertain existence of a report carrying the same information. If this is the case, the request must be denied. Other items in the analysis of the requested document include: Is the information necessary to the assigned duties and responsibilities of the requesting department? Is all the detail necessary? Does the method of preparation conform to sound management principles? If a form is to be used, has it been designed for simplicity of preparation? The most important question we must ask ourselves is: *Can we do without it?* Requests that do not meet the approval of the control point are returned to the originators with reasons for disapproval. A committee of key management representatives may be formed to decide on returned requests.

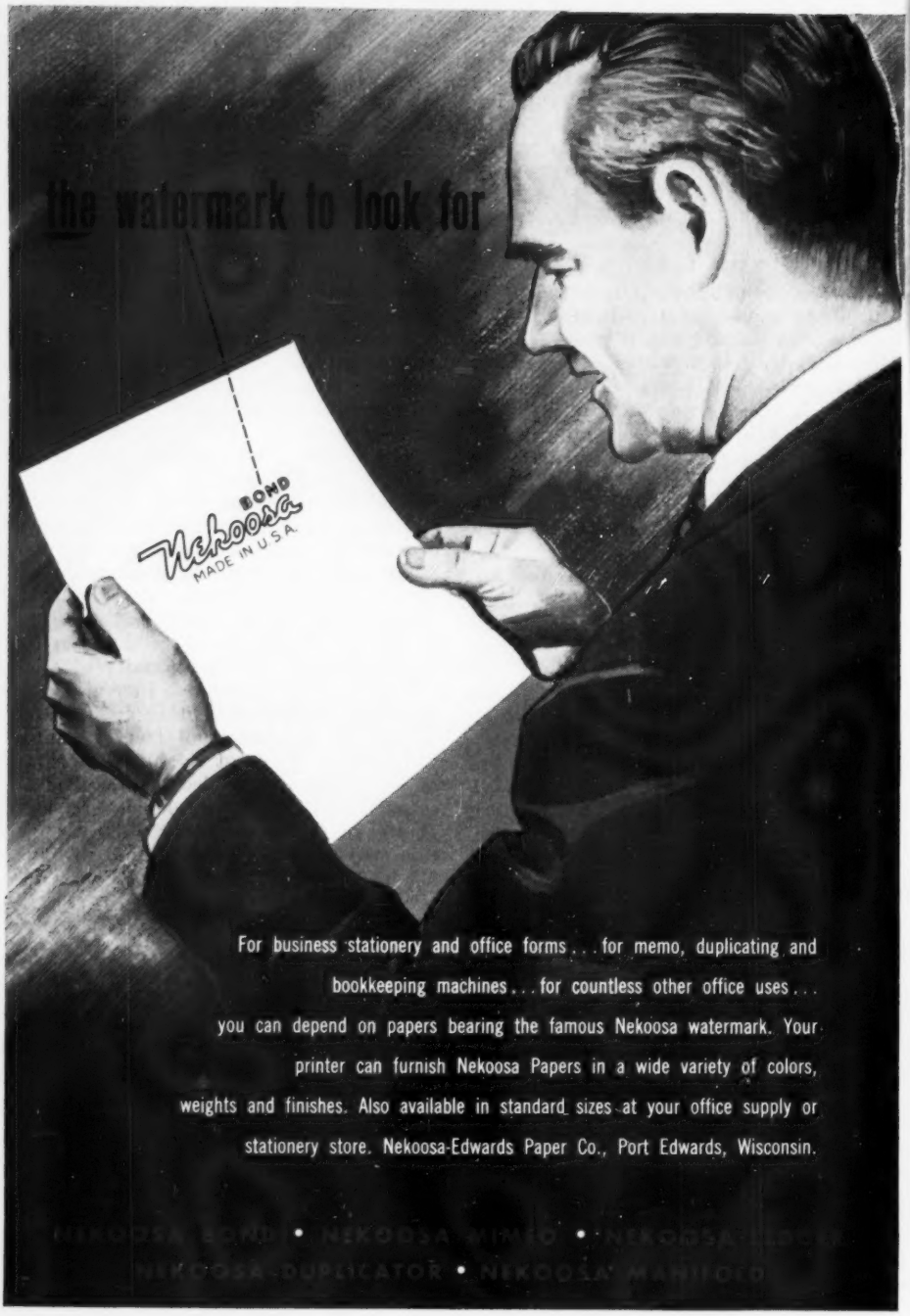
Approved reports are the most important records of organization. They are used for observation of trends, measure and comparison of performance, and preparation of policy and plans. They must be timely and current. Tardy reports become less valuable with each day's delay. A well run reports program must assure that reports are received on time. Preparing offices must establish a tickler file of all reports they are required to submit. This information can be obtained from the reports inventory. Follow-up dates must contain a reserve or time cushion so that reports are not tardy.

INTERNAL AUDIT: Because it takes time to study in detail the need for and preparation of reports, requests for new reports should be approved or disapproved in a minimum of time so as not to unduly delay business routine. After the control point has approved a report it does not mean that it will never again consider the merits of that report. Each approved report should be scheduled for periodic analysis. The audit must contain the most exhaustive detail and involve the examination of all personnel, material, equipment and space employed.

The reports management program should be reduced to writing and distributed to all supervisory personnel. It should be part of the company's policy or operating manual. It may be introduced at a meeting attended by first line supervisors and representatives of middle and top management. It cannot hope to succeed without the support of the first line supervisor and the people who make the office hum, the paper pushers.

A word about documentation. Records are the mortar and cement that makes fast the foundation and brickwork of the organization structure. Finding, removing from file and referring to a record exactly when required is one way of evaluating the effectiveness of our documentation. But there is another side to this subject. Industry and government has and is continuing to create mountains of records. Most records lose their value within three to five years. Keeping obsolete papers interfiled with important records is not good management. Because of the enormity of the record mass, the passage of time and the turnover of personnel, it is difficult to distinguish the important from the unimportant. We must establish systems of documentation coupled with accurate, constantly revised record disposal schedules to rid ourselves from the danger of too many records in addition to the heavy burden they place upon filing equipment and floorspace.




the watermark to look for
BOND
Nekoosa
MADE IN U.S.A.
For business stationery and office forms . . . for memo, duplicating and bookkeeping machines . . . for countless other office uses . . . you can depend on papers bearing the famous Nekoosa watermark. Your printer can furnish Nekoosa Papers in a wide variety of colors, weights and finishes. Also available in standard sizes at your office supply or stationery store. Nekoosa-Edwards Paper Co., Port Edwards, Wisconsin.
NEKOOSA BOND • NEKOOSA MIMEO • NEKOOSA LEDGER
NEKOOSA DUPLICATOR • NEKOOSA MANIFOLD

You Can Rent Office Help, Too!

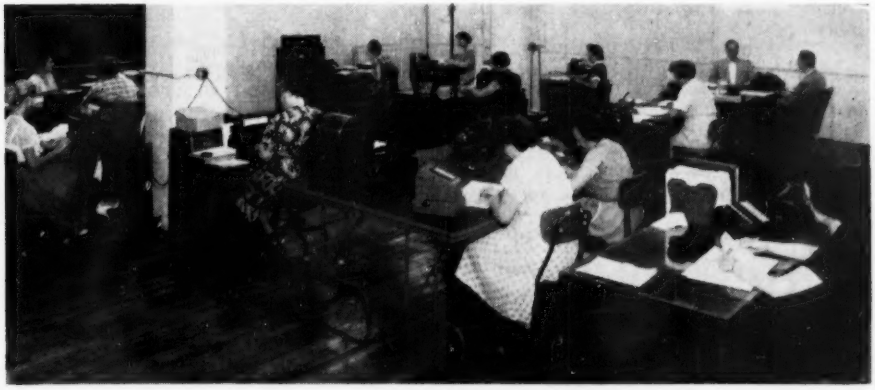
AN INSURANCE company in Chicago found its accounting department so swamped that it needed 25 additional workers for two months to catch up with the work. But there was no office space available for this added personnel even if a requisition for 25 additional tabulating machines could be okayed. One local phone call produced the full complement of 25 skilled women who worked at night, when the tabulating machines were normally unused, until the job was finished.

When the payroll clerk of a small Detroit plant collapsed at her desk before payday, a phone call brought a trained clerk who worked through the night, with only the watchman for company, to have the checks ready for the workers next day.

Requests like this for skilled, temporary employees are met by 6-year-old Manpower, Inc., today the largest organization of its kind in the country. Beginning in Milwaukee in 1948, the firm now has branches in 30 cities and expects to open 20 more before the end of the year. Besides supplying temporary, skilled help in practically any field, it eliminates for its customers the job of hiring employees.

Manpower, Inc., is not an employment agency. It charges no fee to the employee. The nominal service charge paid by customers covers all costs which would be higher if paid individually by the employer hiring employees for temporary work. These costs include advertising for help, interviewing time, setting up payroll and insurance records, and the actual cash outlay for Social Security, Workmen's Compensation and fringe benefits. Since these employees are compensated only for the hours they work, their services also eliminate the intangible, but costly, item of wasted manhours. Many companies have found the idea advantageous in maintaining their merit rating for unemployment compensation purposes, as their fund is not affected by the coming and going of temporary personnel. Since Manpower employees are bonded for $25,000 and covered by public liability and property damage insurance, the customer is well protected.

The creators and owners of this ver-



Part of the home office staff of Manpower, Inc., in Minneapolis.

was this slip necessary?

Mr. Brennan was 57 seconds late.

Tucking his brief case under his arm, he darted out into the highly waxed corridor, took 3 brisk steps and ZOOM!

P.S. Mr. Brennan was 14 days and 57 seconds late.

Polished floors don't *have* to be slippery. Leading office buildings, industrial plants and institutions report slip-accident reductions of up to *98%* with LEGGE Safety Polishes. That means less absenteeism, fewer work stoppages, fewer liability suits.

FREE BOOKLET

Prove to yourself that floors can gleam *without* slipperiness. Learn how LEGGE Safety Maintenance saves up to *33⅓%* on the cost of materials and labor. Write today for your Free copy of "Mr. Higby learned about Floor Safety—the hard way!"

YOU'RE SAFE WHEN YOU HAVE LEGGE TO STAND ON

LEGGE SYSTEM of Safety Floor Maintenance

WALTER G. LEGGE CO., INC.
Dept. W9,
101 Park Avenue,
New York 17, N. Y.
Branch offices in principal cities

satile organization are two Milwaukee-born lawyers, Aaron Scheinfeld and Elmer Winter, who maintain active law offices in Milwaukee and Chicago. Through their law work, they became legal counsel and part-owners of a stevedoring concern which operated in the middle west and east. During World War II they handled complete warehousing operations for the Army, Air Force and Signal Corps in many depots throughout the country, in addition to loading and unloading foreign vessels coming into Chicago and Milwaukee. In 1948 Messrs. Scheinfeld and Winter founded their own stevedoring and car

Interviewing a girl for an assignment at Manpower, Inc.

unloading concern. The "woman power" division of Manpower, Inc., came about when they found themselves facing a deadline law brief with inadequate help. Frantic calls to employment agencies availed nothing, nor did calls to ex-employees, who answered, "If we'd only known in advance." The partners decided that an emergency office service business was badly needed.

Many national firms throughout the country use this service to help with regular or emergency work. A chain food store calls for calculator operators and clerks to price merchandise in peak periods and analyze sales. A can manu-

SOF'TONE
ACOUSTICAL CABINETS
FOR ALL NOISY OFFICE MACHINES

KILLS OFFICE MACHINE NOISE AT ITS SOURCE!

Photo Courtesy The Marine Trust Co. of Western New York

Sof'Tone absorbs 100% of the harsh metallic pitch of noise. When taken away, a new sound level is created. This in turn is further reduced 50% *at the machine* for the operator. The sound of the operating machine cannot be heard a few feet away. Everyone in Sof'Tone equipped offices enjoys better working conditions.

Sof'Tone stops eyestrain with unequalled, cool, indirect, vibrationless fluorescent lighting uniformly over the entire work area.

Sof'Tone users get better operator production—fewer errors—turnover and absenteeism cut, solving several annoying personnel problems.

The Marine Trust Company of Western New York and many other major companies profit by Sof'Tone efficiency.

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Results guaranteed—Or You Do Not Pay!

Write today for details. Give machines, makes, models you use and measurements.

Gates ASSOCIATES

9 COMMERCIAL ST., ROCHESTER 14, N.Y.

SERIALLY NUMBERED
Autographs®

THE TRADEMARK OF PERFECT PROPERTY CONTROL !

ENDORSED BY ALL BRANCHES OF MANAGEMENT

METHODS AND SYSTEMS

Endorse SERIALLY NUMBERED Autographs

"Found! The vital link that perfects property control. One type of tag, one method of mounting, uniform "out-front" placement and legible numbers . . . outstanding attributes of this innovation in the "tagging" of furniture, fixtures and equipment."

PURCHASING AGENTS

Approve SERIALLY NUMBERED Autographs

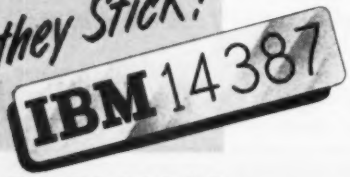
"Now, because we know what we have and where we have it, we're making efficient use of our equipment. The positive check against loss, theft and unauthorized transfer eliminates unnecessary purchases . . . helps determine obsolescence of equipment."

COMPTROLLERS AND ACCOUNTANTS

Like SERIALLY NUMBERED Autographs

"We're interested in records . . . accurate records that simplify depreciation of equipment for tax, insurance and accounting purposes. These attractive, easy-to-read tags eliminate reporting errors. To say that they've paid for themselves is an understatement."

they Stick!



Beautiful, easy-to-read "SERIALLY NUMBERED AUTOGRAPHS" are produced from lustrous .016" Satin Finish Aluminum. They're easier to mount (even on crackle finish!) than any other permanent identification device . . . won't damage precision equipment because drilled holes, screws, rivets or brads aren't needed.

WRITE TODAY
for FREE booklet, "HOW TO PERFECT YOUR PROPERTY CONTROL SYSTEM." We'll include "try before you buy" samples.

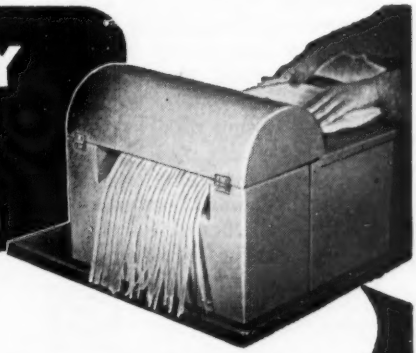
DESIGNERS – MANUFACTURERS
METALcraft INC.
MASON CITY, IOWA, U. S. A.

Manpower girls typing statements in a customer's Chicago office.

facturer keeps up to five temporary girls on a standing purchase order to take care of peaks in any clerical department. The recent cutback in home appliance prices caused several electrical manufacturers to take on temporary girls to calculate new prices and type price lists. Promotional efforts of all types generally require extra help which Manpower supplies. Fund raising organizations use not only temporary clericals but telephone solicitors, etc. Sales contests, conventions and vacation periods bring many requests for extra workers. Fourteen Manpower girls have been working evenings since February, installing a new filing system in a surety company in Philadelphia.

"Where do you get help to service customers?" is the question most fre-

THE EASY WAY TO DESTROY OLD PAPERS



The new "Silver Executive" Paper Shredder destroys confidential papers, obsolete records completely . . . quickly! Machine is typewriter-size, neat, compact and portable—safe and easy to operate. Shreds paper into 1/4" strips . . . makes wonderful packing material.
Write today for complete details and 10-DAY FREE TRIAL.

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TIME and LABOR
with
NEW ELECTRONIC HOT-WAX PROCESS
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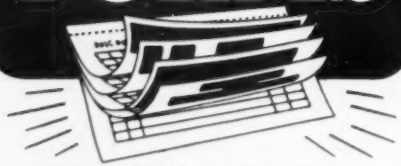
FORMS



SPOT CARB is applied directly to back of each sheet in any size or shape. Clean, non-smudge. Eliminates necessity of carbon interleaving. Possibilities of simplification and savings are practically unlimited. Perfect for all forms — from small receipts to large accounting forms — single or multiple sets. Our complete plant handles printing, spot carbonizing, binding. Contact us direct for details, or call your regular supplier. Ask for free SPOT CARB samples and booklet "How to save with SPOT CARB."

SPOT CARB

SPOT CARBON PRODUCTS
56 LAFAYETTE STREET, NEW YORK 13, N. Y.

Send samples of SPOT CARB forms and free booklet "How to save with SPOT CARB"

FIRM .....

ADDRESS .....

SIGNED .....

Customer dictating to a Manpower employee.

quently asked. The answer is that three-quarters of Manpower's female employees are married women who work part-time. "We call them ex-career girls," Elmer Winter explained. "There's a vast reservoir of women in this country who worked before they were married and who now want to work at times which will not interfere with the bringing up of Johnny or Betty. We may be even filling an important sociological function in hiring these women. A typical Manpower employee is a housewife in her late thirties who needs to boost her family income."

The one-quarter of Manpower's women who are single, are the ones who usually want to work full-time at different jobs. "I'm restless" or "I like variety" are typical reactions of Manpower's 40-hour-a-week employees. Other single girls on their lists have part-time professions, such as singers

FOR SALE
WRIGHTLINE STEEL
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CAPACITY EACH

2 Vertical
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NEW CONDITION

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DON'T STAND FOR ROLLER WRAP-AROUND

When a duplicating job jumps the rails — and the paper starts wrapping itself around the roller with a machine-gun clatter — resist the temptation to feed the operator into the hopper.

It's not her fault — and it very possibly is the fault of the paper.

You see, the tendency of paper to cling to the roller is caused by static electricity — just like the magnetism a comb picks up when it's rubbed vigorously. And, in paper, the effect of static electricity is reduced tremendously by paper with the correct moisture content.

All Eastern papers are moisture-controlled by scientific tests to make absolutely sure that the just right moisture content is maintained in every ream. The result? Smooth running, better looking duplicating jobs time after time.

If wrap-around is plaguing you, try one of these special moisture-controlled Eastern papers:

Atlantic Duplicator, Atlantic Bond, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Duplicator, Manifest Bond, and Manifest Mimeo Bond. For sample packets or sheets, write:

use
ATLANTIC BOND *Business* **PAPER**

EASTERN

MADE BY EASTERN CORPORATION • BANGOR, MAINE

Girls applying for work at Manpower, Inc.

or artists or are girls new to a city who need work immediately. A few drift into permanent jobs, but the personnel turnover is amazingly low.

Charges for the services of help are classified by the job and based on prevailing salary rates in each city where the firm operates. Work is also done on a contract basis. Girls are classified and paid various rates for light factory, general office work, sales and demonstration, typist, stenographer, bookkeeping and machine operating. Each applicant is thoroughly interviewed and tested for skills. References are demanded in every case and the applicant's last place of employment carefully checked. All employees are paid once a week on an hourly basis, whether they worked a half-day or full week with overtime.

Keeping supply and demand balanced is the biggest problem but experience has established certain seasonal trends. When married women spend their summer vacations with their husbands and children, college girls are available. Rarely does a customer have to be kept waiting. A large part of Manpower's staff works in their own offices on jobs like calculating inventories, revising price lists, addressing envelopes, etc. Manpower's in-office crews work on an hourly or job basis. Many girls work on factory assignments, particularly in cosmetic, candy and electronic concerns where the girls work on assembling, packaging, preparing of labels and other

Man oh man!

This is wonderful!

A simple, yet efficient key control system. Write for free catalog 0-13

P. O. Moore, Inc.
300 4th Avenue, New York 10, N. Y.

TELKEE
Moore Key Control
Key Cabinets, System Parts & Illustrated Instructions
FOR FILING AND CONTROLLING KEYS

Reach top-shelf items quickly, easily, SAFELY!

STEP-N-FETCH
TRADE MARK

STEP-N-FETCH is a step and handle set that solves your top shelf storage problem. It provides an easy, quick, SAFE way to step up and fetch merchandise from top shelves. STEP-N-FETCH is made of durable steel, cadmium plated with rubber tread. It comes in two inexpensive models: one a rigid step, the other a step which flips up quickly flat against the shelf edge. Steps are a size to fit the ball of the foot.

Installation is very simple. Screw on the step and handle to any standard wooden or metal shelving.

RIGID STEP, Model 20 **2.95**
or
FLIP-UP STEP, Model 30A **3.95**

Ask your distributor

NARVA PRODUCTS, INC.
70 East 45th Street, New York 17, N.Y.

light factory work. Mrs. America of 1953 worked in Manpower's New York office.

The men's division is kept separate from the women's division in most cities where both are available. Male employees are equipped to work in industries, homes, stores and warehouses doing everything from fire salvage work to conducting surveys, home cleaning, snow shovelling, packing, etc. The most gratifying job performed was supplying 50 men and foremen for flood emergency work near St. Louis in 1952. "You name it, we'll do it," is the policy of the MI operation.

Morning handout!

In offices where the mail is opened by hand, highly paid sales and office workers lose valuable time every morning. A PB electric MailOpener speeds up the opening and distribution of mail, can often save an extra 5 or 10 minutes of each person's working time. Swiftly, safely takes a thread-like edge off each envelope, any size . . . any kind of paper.

Other models, hand and electric for the smallest or the largest offices. Ask the nearest PB office for a demonstration, or write for free illustrated booklet.

PITNEY-BOWES, INC., 3482 Pacific St., Stamford, Conn.
Originators of the postage meter, 93 offices in U. S. & Canada.

PITNEY-BOWES
MAILOPENER

An 'employee' not on the payroll

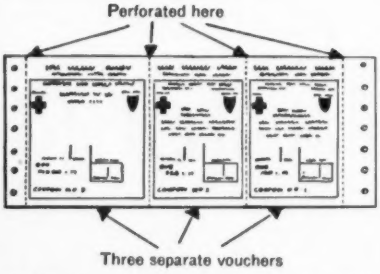
helped this company save 2000 man-hours

A fresh viewpoint was needed to straighten out a system snag and the man from the Moore organization did such a good job helping he practically won the title of an 'employee' not on the payroll.

The Case of the Bothersome Coupons

How Billing Became Automatic

Part 2 is perforated, forming 3 vouchers



Each of the vouchers covers a month. Three on a page points to the convenience of paying 3 months at a time.

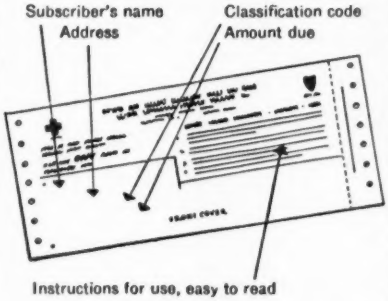
Savings and Gains:

The continuous feature of the Moore forms gave the company low-cost, efficient operation with IBM tabulators. Machine printing eliminates transcribing errors. There's less paying of wrong amounts; quarterly remittances are picking up. Staffwise, 2000

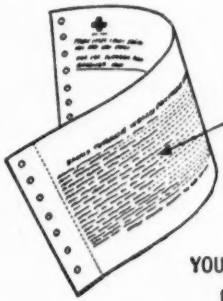
The coupon book a medical insurance company used to collect premiums was complicated. It used a page for each monthly payment. Information had to be written all over again, by hand, on each page. The amount due wasn't shown on the coupons. Subscribers didn't notice the Regulations, which were on the back. It took too many hours to handle the workload. Because the book was poorly organized, payments were made wrong, time and again. Both the company and many subscribers favored quarterly payments, but the page arrangement didn't suggest or encourage it. People didn't bother.

Part 1 is the cover sheet

Information types through to the 4 copies underneath. Instructions are visible.



The back of Part 1 lists banks



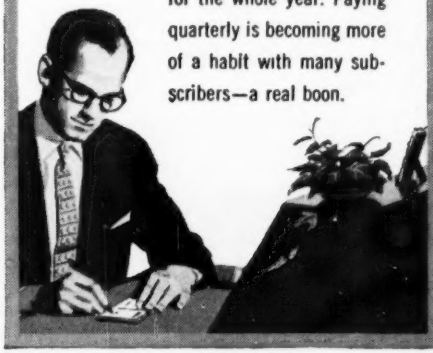
where payment can be made

It also has a section called YOUR RECORD where the subscriber can list his payments as he makes them.

Parts 3, 4 and 5 are the same

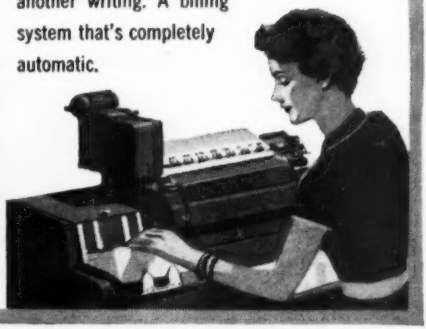
giving 9 additional coupons in groups of 3.

This takes care of payments for the whole year. Paying quarterly is becoming more of a habit with many subscribers—a real boon.



The beauty of the new system

is that all information required for a year's operation is put on all copies with one typing. Window envelopes are now possible, saving another writing. A billing system that's completely automatic.



hours of clerical time have been released for other duties. Improvements like this are not unusual with Moore representatives, who make helpful suggestions like 'employees' not on the payroll. Sometime you might ask the Moore man to drop in and talk over how he might help *your* company improve efficiency. Meanwhile, let Moore send you samples of improvement in your field, with no obligation. Drop a note to Moore Business Forms at headquarters in Niagara Falls, New York; Denton, Texas; or Emeryville, California.

please don't buy paper

without first considering how you are going to use it. While there is a slight difference in cost between the lowest grades of paper and the finest rag content paper, there is a world of difference in the paper itself.

When you need boxed typewriter papers for permanent records, letters that require prestige, and for other important uses, remember that the fine rag content papers —bond and onionskin—available at your Neenah Stationer were designed for enduring beauty. And for the finest in other office supplies, rely on your Neenah Stationer.

NEENAH BOXED TYPEWRITER PAPERS
Bonds and onionskins with from 25% to 100% rag content.

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positive cleanliness in duplicating—it's
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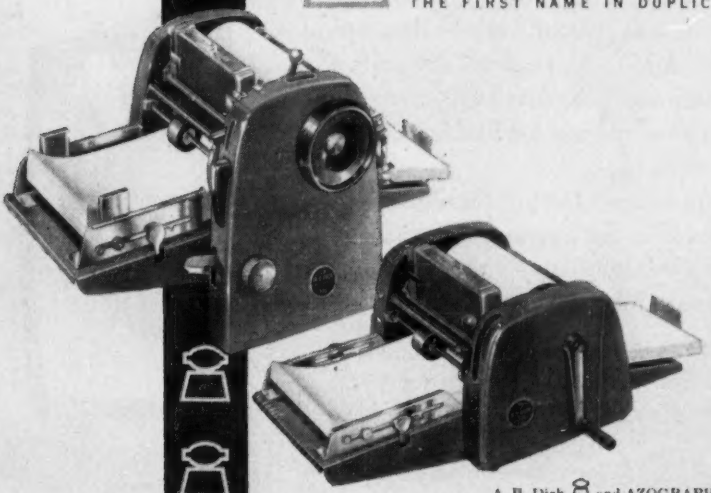
Write today for complete information without obligation.

A·B·DICK
THE FIRST NAME IN DUPLICATING



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In less than 1 minute... for less than 2 cents!

That's all it takes to copy a letter with the Bambino, the new small Ozalid® machine for the office. The Bambino saves hours spent in retyping for carbons, frees your stenographers and typists for more important jobs.

This handy office appliance has scores of uses; can make extra copies of reports, statements, invoices, orders, lists, bulletins, even penciled memos—speed communication, get things done faster.

THE BAMBINO copies anything typed, printed, drawn, or written on translucent paper, up to nine inches wide, any length. Reproduces instantly on chemically coated Ozalid paper, film, or fabric, at high speed and low cost—without stencils, plates, inks or developing solutions. And delivers clear, dry copies.

Economically priced at $410, the Bambino shortly pays for itself in even a small office.

Call the nearest Ozalid distributor (*see phone book*) for a demonstration. Or write for free brochure to 172 Ozaway, Johnson City, New York.

OZALID—A Division of General Aniline & Film Corporation... *From Research to Reality.*
In Canada, Hughes Owens Company, Ltd., Montreal.

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copying machine for the office

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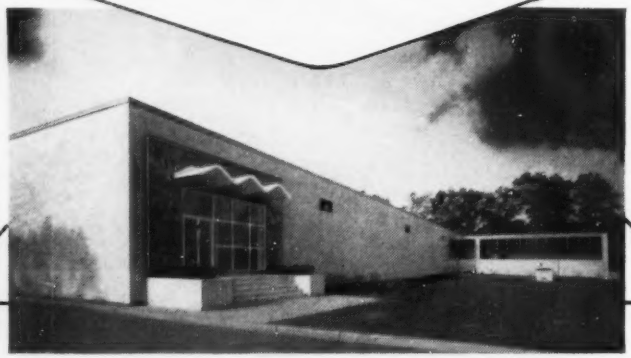
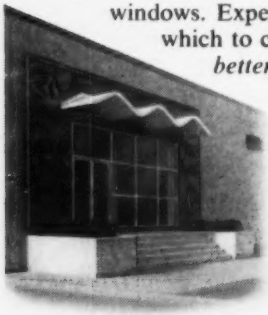
NEW HOME OF
U. S. E.'s LONG-ESTABLISHED RESEARCH LABORATORY, METUCHEN, N. J.
COMPLETED JUNE, 1954



Here's where the U.S.E. Guarantee has its roots

When, in 1921, U. S. E. established its own Research Laboratory, it inaugurated in the envelope industry a new era of *scientific quality control* which is the basis for the U. S. E. Guarantee.

Now, in 1954, the Laboratory has a new home, complete in every detail. Precise specialized tests are conducted in rooms constructed for the purpose, with temperature and humidity exactly controlled and recorded. Solvents and inks are stored in spark-proof safety rooms with blow-out windows. Experienced technicians have improved instrumentation with which to continue their never-ending task — to *make sure to make better* every U. S. E. product.



Behind these Doors

. . . the word "finis" is never written. Here Research is a continuous living thing. Papers are tested and retested — for strength, opacity, moisture-regain, whiteness, permeability . . . Raw materials, inks, plasticisers — all are analyzed. Gum formulas are established and checked, envelope gums are manufactured to precise specifications . . .

Because the U.S.E. Guarantee has its roots in *quality that can be proved*, it pays to specify U.S.E. Envelopes.

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15 DIVISIONS FROM COAST TO COAST

E-6B

We'll show you why on your own letterhead...

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Write us a letter on your office stationery. Type, longhand, pencil—makes no difference how you write. We'll send your letter back to you with a perfect copy made in a Copease Duplex Photocopier. You'll see with your own eyes how Copease produces clear, precise images—in jet black on white background. One compact, economical machine makes sharp, dry photocopies *in seconds* on all types of stock up to 14" wide. Write today to Copease Corporation, 270 Park Avenue, New York 17, N. Y., for a graphic demonstration of Copease—known outside the U.S.A. as "Develop Combi".

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Another spectacular first from Victor . . . Select-O-Matic brings you new ease, new speed of operation. Now you can take both totals and sub-totals from the add-bar automatically . . . or use the regular dual total key . . . or interchange both methods. This versatility, plus the Custom's *quiet* operation, True-Touch keys, beauty of design and durable construction makes it the selective choice in adding machines.

Available in 10-key or full-keyboard models, Victor Super-Quiet Customs add, subtract, multiply, divide, *even* calculate. *And,* they automatically compute credit balance. See the new Victors, try them . . . with Victor's 42 basic models you can make the perfect choice for your own, individual figure work.

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Plus Patented Collating Feature, Insures Speed Automatically, Plus Efficiency, with Less Fatigue.

YOU CUT YOUR COLLATING COSTS

YOU SAVE ON THE TIME

Different Weights and Finishes to give perfect results from One to Twenty Copies at a time. All Copies Clean while every sheet has astonishing wear. You may obtain Free Samples by contacting any of our 32 fully stocked Retail Branches in the U.S.A. We also make Carbons for every use and ribbons of every color for every machine known to the market.

Kee Lox Duplicator Supplies are No. 1 on the market.

Just phone our Branch in your city for Samples of above Kopy Aligner or write to

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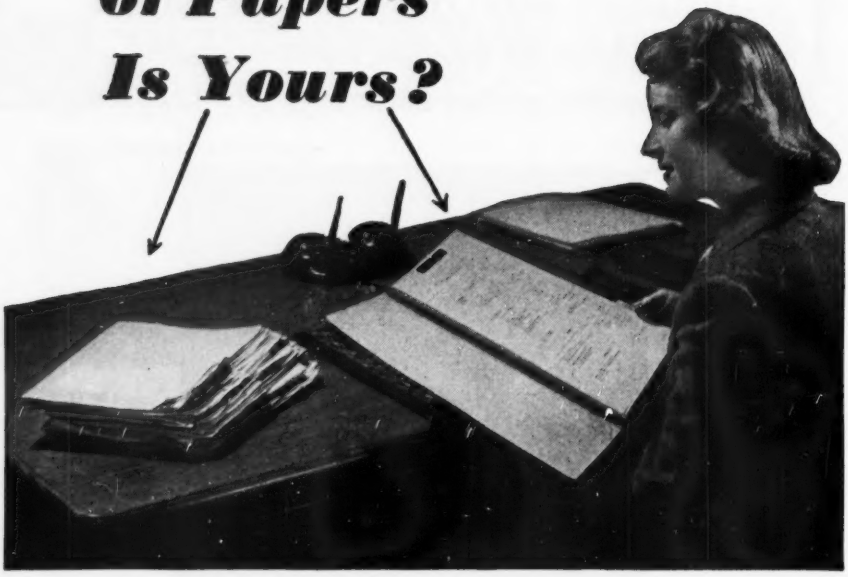
KEE LOX, MFG. CO., ROCHESTER 1, N. Y., U. S. A.

Above line for Export, write to Export Dept. above address, for information, free Samples and Exclusive Territory. Most complete and Highest Quality Line in the Industry. Quality that holds Customers and insures Profit. We know because we sell it retail. You get the same product.

Which File of Papers Is Yours?



Rid your files of soft folders and loose filing, with

ACCOBIND FOLDERS

"ACCO-bound Papers are SAFE Papers"

Accobind Folders of fine pressboard incorporate the ACCO Fastener of smooth pliable steel for the all-important safety factor. Each paper, punched and placed over the prongs of the ACCO Fastener, retains its proper place in the folder by date, number, or other required sequence, and is not subject to accidental loss or misplacement.

The unique Accobind transfer feature enables the bound units to be withdrawn from the metallic holding device in the folder, to be placed — ready-indexed — in the transfer file. With a new Indexing Sheet and ACCO Fastener introduced into the slideway of the Accobind Folder, it continues on, year after year, to give you a supremely fine filing-binding service.

All good stationers have Accobind Folders and Acco Fasteners (30 styles) for your every need.

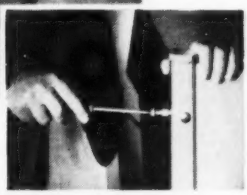
ACCO PRODUCTS, INC., OGDENSBURG, N. Y.

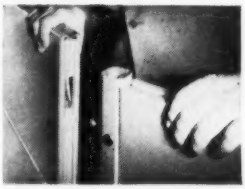
In Canada: Acco Canadian Co., Ltd., Toronto

Setting up the PERFECT PACKAGED OFFICE is as *Easy as Writing Your Name!*

Free—Standing *Arnot*

PARTITION-ettes† and OFFICE-ettes*





†T. M. Reg. Pat. Pending. In steel or wood with or without bandfrost or clear glass.

*Licensed under DuPont Patent. In steel or wood.

are a system of partitioning panels plus integrated Desk Units that can be turned into a complete office workroom *in minutes* without any special labor. They are designed scientifically from the start to meet every requirement of the perfect packaged office . . . and all these Arnot products can be used free-standing or in an integrated, completely flexible set-up.

Because there's more change and changing going on in an office today than ever before, you'll find it worth-while to investigate OFFICE-ettes' and PARTITION-ettes' sleek, contemporary good looks and chameleon-like efficiency — their ability to provide complete enclosures in an almost endless variety of shapes and sizes, utilizing the proper combination of parts. With the unique Arnot system, you can set up an office within an office as easily as you move furniture. These fine Arnot products are available at your office furniture dealer, or write

Arnot

ARNOT-JAMESTOWN DIVISION
AETNA STEEL PRODUCTS CORPORATION
Jamestown, New York

PRODUCERS OF: The new Arnot Partition-ettes; Arnot Functional Office Furniture; Hospital and Laboratory Equipment; Under-Counter Bank Equipment; Aetna Steel Doors and Frames; Kahr Bearings; Boyle Metal Office Partitions (Aetnawall).

No streaks!

—with FLAGSHIP

Streaks (roller marks) have been voted the most baffling problem in getting out perfect carbon copies — especially with the high feed-roll tensions of modern typewriters.

Now, with Flagship's newest metallic-back carbon paper development you have the easily proved, quickly demonstrated answer to that problem.

Roller marks are out! Clean, perfect copies of brilliant color strength and fine erasability are *in* — for *good* — with Flagship.

And Flagship can be counted on to lead the race for a genuinely better carbon paper that will give more satisfaction to more customers. If you are not getting results with "the line you have always bought" Flagship may be your answer.

Let us tell you more about Flagship. Make it a point to call or write us today.

FLAGSHIP is curl-proof, with smudgeless erasures. The metallic back makes it easier to handle, wear longer and give sharp, permanent copies. Meets the needs of more people, with fewer weights and writing strengths.

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Available in various models offering:

SHORT-CUT MULTIPLICATION

AUTOMATIC DIVISION

MULTIPLICATION OF QUOTIENTS

BACK-TRANSFER

Electric models equipped with universal motors, adjustable for all voltages and frequencies.

Minimum of mechanical service.

Latest development:

hamann 300

with simplified key-board.

HAMANN CALCULATING MACHINE CO.

2118 LAND TITLE BUILDING, PHILADELPHIA 10, PA.

● dealers wanted where not yet represented ●

Tusco

THE WORLD'S STURDIEST OFFICE MACHINE STANDS

From $34.50

To $66.00

FEATURES:

- 3" diameter casters prevent tip overs
- Drop leaf interchangeable
- Solid steel frame construction
- Simple elevating device
- Plenty of leg room
- 5-ply drop leaf

ADJUSTABLE BALL FOOT

Permits adjustment to very uneven floors. Always rigid.

GENERAL SPECIFICATIONS

Frame 24½" wide, 17¼" deep. Simple, positive elevating action. Constructed of 1" steel tubing. 25¼" between casters. Top 18" x 18", drop leaf 16" x 18". 3" diameter casters. 2 rubber feet, 2 ball feet.

Write Today for New Folder and Dealer Plan

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VICTOR BOOK VISIBLE

Nothing adds so much to your own personal efficiency as having *all* the facts in any record at your fingertips. With Victor Book Visible up to 118 record items can be reviewed at a glance. No matter what the record, Book Visible gives you surer, faster control... saves you time and money. Book Visible is portable too. Ask your nearby stationer for a demonstration today.

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Every advantage of Book Visible is combined with the capacity to grow, section by section, in Victor Sectional Visible. Sections stack rigidly to any convenient height. You buy only what you need *when* you need it. See your stationer.

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---it's not necessary to FUMBLE with
Old Fashioned Rubber Bands!

ASK YOUR
STATIONERY DEALER
TO SUPPLY YOU
WITH THE
MODERN . . . .

ALLIANCE RUBBER COMPANY
ALLIANCE, OHIO HOT SPRINGS, ARK.

IF YOUR DEALER IS UNABLE TO SUPPLY YOU PLEASE MAIL THIS COUPON

ALLIANCE RUBBER CO.
HOT SPRINGS, ARK.

Please send FREE Sample of ARCO OPEN RING STATIONERY BANDS.

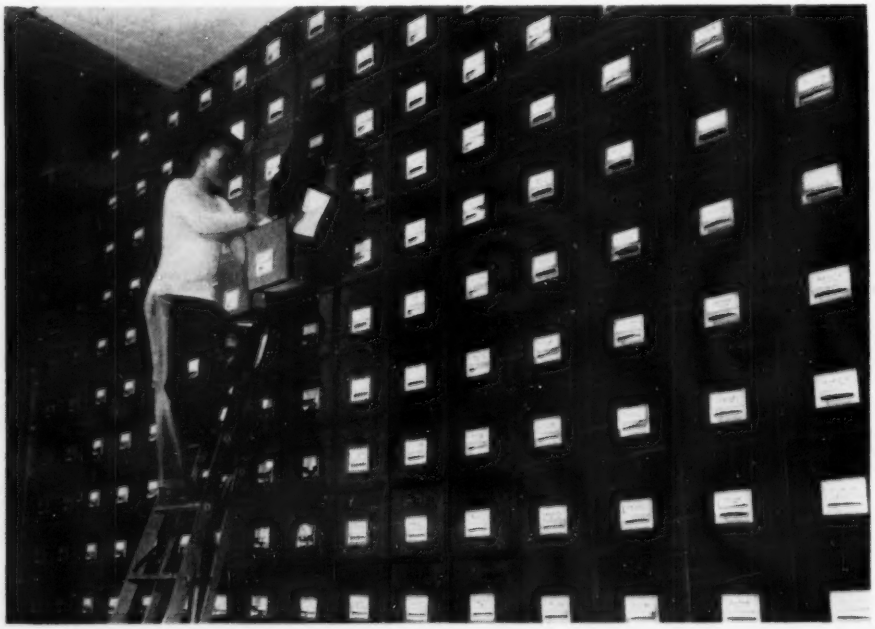
FIRM _____ ATTN. _____
ADDRESS _____ CITY _____ STATE _____
MY STATIONERY DEALER IS _____
ADDRESS _____ CITY _____ STATE _____

Joan Greenwell, sales representative for Dictating Systems, Minneapolis, using a Thermo-Fax copying machine at Rayette, Inc., to make copies of a magazine article from Rayette's files. Chemist Richard Liepoldt waits to copy a formula report. Rayette's Thermo-Fax proved so popular with all departments that it was moved to a centrally located hallway in the offices. The Thermo-Fax is made by Minnesota Mining & Mfg. Co.

Camera!

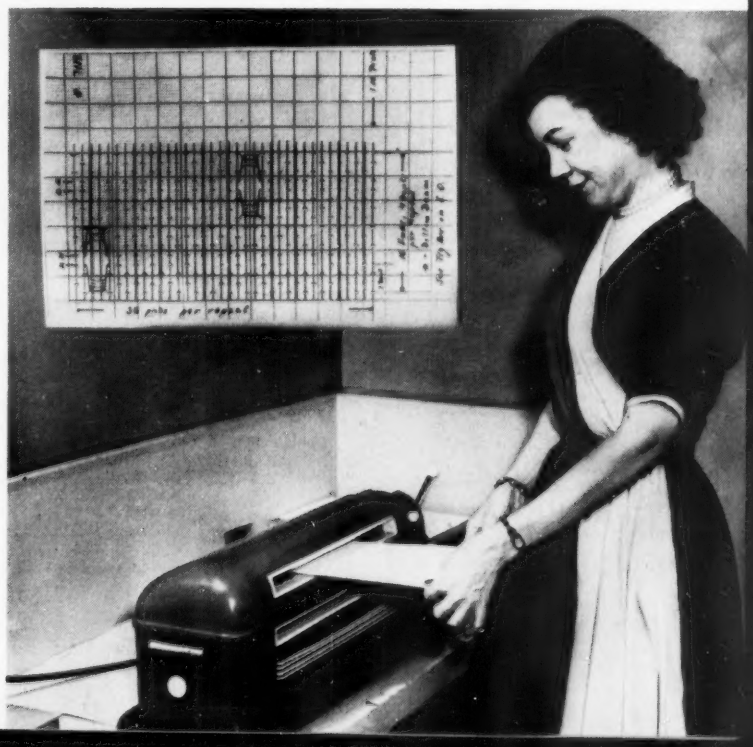
Machine operators can work in the open with maximum ventilation and nearby workers are not disturbed by machine noise in this one of the 58 offices of the Marine Trust Company of Western New York, at Buffalo. Machines are equipped with Sof'Tone cabinets made by Gates Associates. Each cabinet has two indirect fluorescent lights, ventilating fan, machine shock absorbers; vibrationless 33" x 34" work shelf, and a steel file cabinet to hold operator's personal effects and supplies.

Dual typing equipment, perfected and built by Robotyper Corp., is used by ABC Freight Forwarding Corp., New York, for freight billing and manifesting. When freight bills are typed on one machine, manifest entries are simultaneously typed on the other which automatically disconnects during any typing on the freight bill which is not to appear on the manifest. Underwood electric continuous forms machines are used with the automatic Robotyper equipment in this installation.



Some of the 4,600 Stax On Steel Transfer and Records Storage Files in the records storage building of Boeing Airplane Co., Wichita, Kans. Stax On Steel units are made by Bankers Box Co. and this installation was sold through Bauman Office Equipment Co. of Wichita.

The New York offices of G. R. Kinney Co., which operates shoe stores throughout the country, showing Invincible No. 6030AB desks made by Invincible Metal Furniture Co. and installed by Admiral Desk Co., New York.



Louise Murray of J. P. Stevens & Co., New York, is shown using a Copease Duplex photocopying machine to reproduce a weave pattern (see insert). This enables their mills to follow loom settings more easily. Machine cuts in half the cost and time of reproducing weave patterns. The insert shows a pattern for weaving synthetic fiber cloth with a repeat design.

Examining a new Super-Safety lithographed color personalized check made by Todd Co. for the new Colonial Bank & Trust Co., Chicago. Two color lithography on colored check paper produces a four-color effect. L. to r. are Dorothy Coope, Clayton W. Hall, bank president, and Edward J. Litwin, Todd Chicago representative.

Thomas H. Keon, A. B. Dick sales representative, explains operation of their new Azograph Duplicator to Anne Mascarini, Margaret Jackson and Anne Speiser at Sharp & Dohme, Division of Merck & Co., Philadelphia. S & D uses the Azograph to duplicate top level company reports.

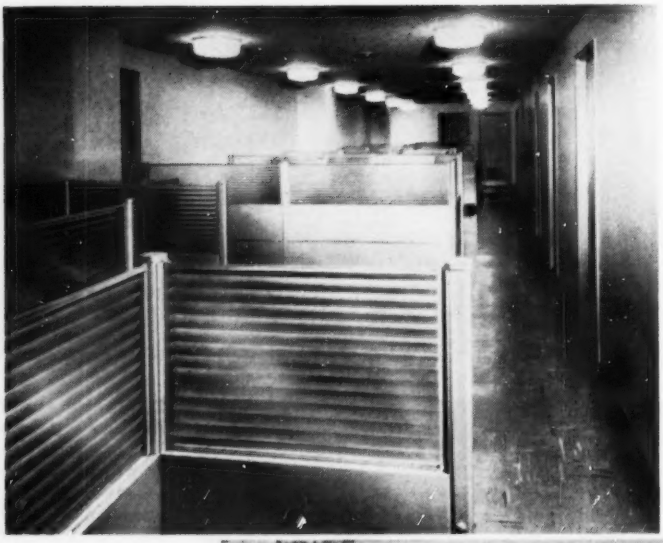
Switching center of the 5000-mile private wire telegraph system which connects the Baltimore headquarters of Mathieson Chemical Corp. with their 31 plants and offices in 23 cities. Messages, including orders in tabulated form, go at 65 words a minute. System has capacity of 24,000 words hourly.

North American Aviation, Inc., Columbus, Ohio, uses McBee Keysort cards to control its inventory of 28,000 hand tools. Card is permanent record when tool is released from crib. Later, cards are sorted for monthly reports and for charging tool rentals to departments under North American's efficiency rating system (see below).

Clerk above at North American Aviation, Inc. is using McBee keypunch for miscellaneous coding. Punch folds into the Keysort Operations Desk, at her left, when not in use.

At left: sorting at the Keysort Operations Desk. Card receiving rack is rolled forward. Alongside is a Cardray with Keysort cards from files for processing.

Newly remodeled offices of Seaboard Finance Co., Paterson, N. J. Counter arrangement allows customers to stand back-to-back for a feeling of privacy, according to Michael Bischof, vice president.



Previously wasted corridor space was turned into private offices by a New York publisher. No structural, floor covering or lighting changes were necessary with the Arnot Office-ettes made by Arnot - Jamestown Div., Aetna Steel Products Corp. and installed by Itkin Bros., New York, without attachment to floor or walls. Ventilation was no problem because building is air conditioned.

Stow - Davis executive furniture installed by Morrill's in the new office building of the Ann Arbor Federal Savings & Loan Assn., Ann Arbor, Mich.

As a temporary measure to reduce machine noise, acoustical board was set up in the corner around the machine in this California office.

Fold-A-Way Tables, made by Haldeman-Langford Mfg. Co., are shown set up for lunch in a hallway at the new Roseville School in Ramsey County, St. Paul, Minn.

This installation of Steel-Age office furniture, product of Corry-Jamestown Mfg. Corp., was made by Business Equipment Sales Co., New York, in the Rockefeller Center office of Continental Supply Co.

Steelmaster Uno Office Modulettes provided the means of putting 24 desks in space formerly occupied by 12 desks in the district sales office of Ditto, Inc., New York. Metwood Office Equipment Co. installed the Uno Office Modulettes which are made by Art Steel Co.

To provide a relaxed atmosphere and remove the coldness of a business office, modern paintings were hung in the offices of the Federated Brokerage Group, New York.

Paintings in the office of the executive secretary to Michael H. Levy, president, Federated Brokerage Group, New York. Works are by artists under 40 from the Grace Borgenicht Gallery.

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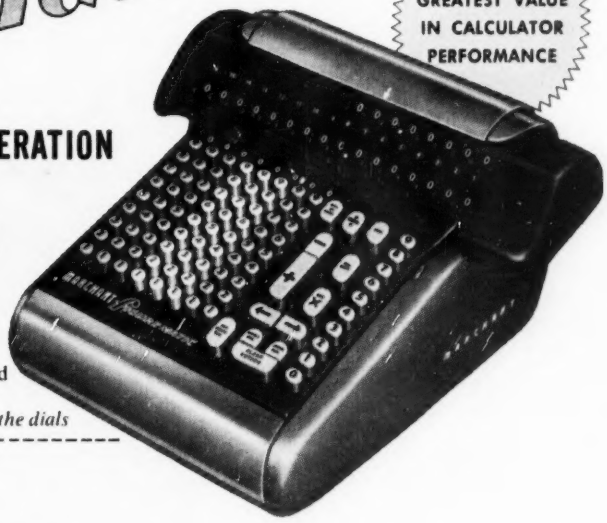
WORLD'S GREATEST VALUE IN CALCULATOR PERFORMANCE



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Just
1. Enter multiplicand
2. Enter multiplier

Read your answer in the dials

TO DIVIDE
Just
1. Enter dividend
2. Enter divisor

Read your answer in the dials

MARCHANT'S *new* FIGUREMATIC is the only calculator in its price range that brings you this automatic "one-two" operation in both multiplication and division. Call the local MARCHANT MAN. You'll discover that for fast, simple, accurate operation...

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MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA 0-9

Remington Rand INC

BETTER BUSINESS METHODS

For Greater Profits
Through Lower Costs

ADD A FILING DRAWER... SAVE SPACE!
With KOMPAKT "extra drawer" File Cabinets

This new Remington Rand Kompakt File gives you an *extra drawer* of filing in every cabinet *without adding to its overall height.* The 3-drawer letter or legal size Kompakt File is desk height. The 4-drawer fits under your counter; The 5 drawer is the height of your regular 4-drawer file. But the new Kompakt gives you 6-drawers in the same height as the average 5-drawer cabinet!

Every bit of space unused in an ordinary file cabinet has been carefully utilized to bring you this space-saving **"File with the Extra Drawer".**

Recessed drawer pulls, offset label holders, smoothly rounded corners and handsome Gray-Rite finish, let the *NEW* Remington Rand KOMPAKT file *add beauty* while saving *valuable space!*

Send for booklet LBV692, illustrated with floor diagrams and figures to show how KOMPAKT Files save you money.

Remington Rand

BETTER BUSINESS METHODS

For Greater Profits Through Lower Costs

Volume Up 135%... Inventory Up 66% Total Inventory Personnel... Unchanged!

ONLY three girls maintain accurate inventory control over 10,000 fast moving items located in three widely separated warehouses of Will Ross Inc., of Milwaukee, Wisconsin.

By installing three 4,000 card capacity, mechanized Robot-Kardex units, the management of this fast growing company solved several major problems:

They eliminated the time consuming searching through banks of manually filed records; solved a serious personnel turnover problem; avoided departmental personnel growth and automatically provided for future expansion.

There are many additional money saving advantages in store for you with the Robot-Kardex. Circle CH947 and KD505 Rev. 1 to learn more about handling increased volume without adding personnel!

LETTER CENTERING SIMPLIFIED. Center your letters perfectly... without moving the carriage... before you insert the paper! Learn how our exclusive Perfect Positioning Scale can save typing time. It's FREE—circle R8667.

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Please send free literature circled below.

CH947 KD505 Rev. 1 LBV692 R8667

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When competition gets keen . . . when buyers compare . . . sales depend on quality of product!

For years Schweitzer have been safeguarding the quality of best-selling carbon papers by supplying the finest papers for carbonizing that modern science can create.

Only paper of the proper degree of absorbency, uniform texture and freedom from impurities can assure you of uniform absorption in the coating process. Only paper created specifically for its use can give satisfaction in performance.

Carbon Paper Manufacturers who insist on the best insist on Schweitzer Paper for Carbonizing—TOPS BY TEST for absorbency, purity, strength, and uniformity of texture.

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LIBERATOR MODEL 300 ELECTRIC

SPEED-O-PRINT CORPORATION
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Elliott

ADDRESSING MACHINES

print their addresses from Index Stencil Cards in which the addresses are stenciled at typewriter speed with any standard typewriter.

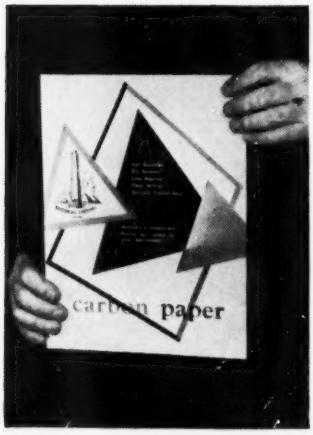
56 Elliott Branch Offices are now operating and working with 2252 Dealers who are successfully selling our new 1954 line of Elliott Addressing Machines which range in price from $50 to $500 and in speed from 20 to 125 different addresses per minute.

If you sell typewriters you can sell Addressing Machines.

THE ELLIOTT ADDRESSING MACHINE CO.

199E Albany St., Cambridge 39, Mass.

New Carbon Paper Plan Wins Industry Recognition



IN an exclusive interview last month, a spokesman for The H. M. Storms Company, told about the success of a new dealer program currently winning recognition among dealers.

This plan, now working successfully, among present Storms dealers, is being expanded to include every dealer in the country. According to information received, The H. M. Storms Company of Brooklyn, N. Y., decided that every dealer, large and small, could benefit from their famous Private Brand Program.

Accordingly, Storms is making this offer to every dealer who orders a minimum of 100 boxes of "Records Eternal" of a single number (one weight and finish), and will imprint the dealer's name on the box and ON THE BACK OF EACH SHEET OF CARBON PAPER, at no additional charge.

THIS IS THE KIND OF PERSONALIZATION THAT MEANS REPEAT BUSINESS FOR EVERY DEALER!

The H. M. Storms famous "Records Eternal" trade mark is well-known among dealers as one of the finest private brand names available. It stands for curl resistant, slip resistant, long wearing and clean writer carbon paper. It is specially processed to give excellent service and is available in standard weight, lightweight or featherweight . . . in HARD FINISH grey writing for standard and electric typewriters, in MEDIUM FINISH, clear, clean copy for general use, and in INTENSE FINISH BLACK writing for standard and noiseless typewriters.

Dealers are urged to get in touch with The H. M. Storms Company immediately for complete information on this new plan.

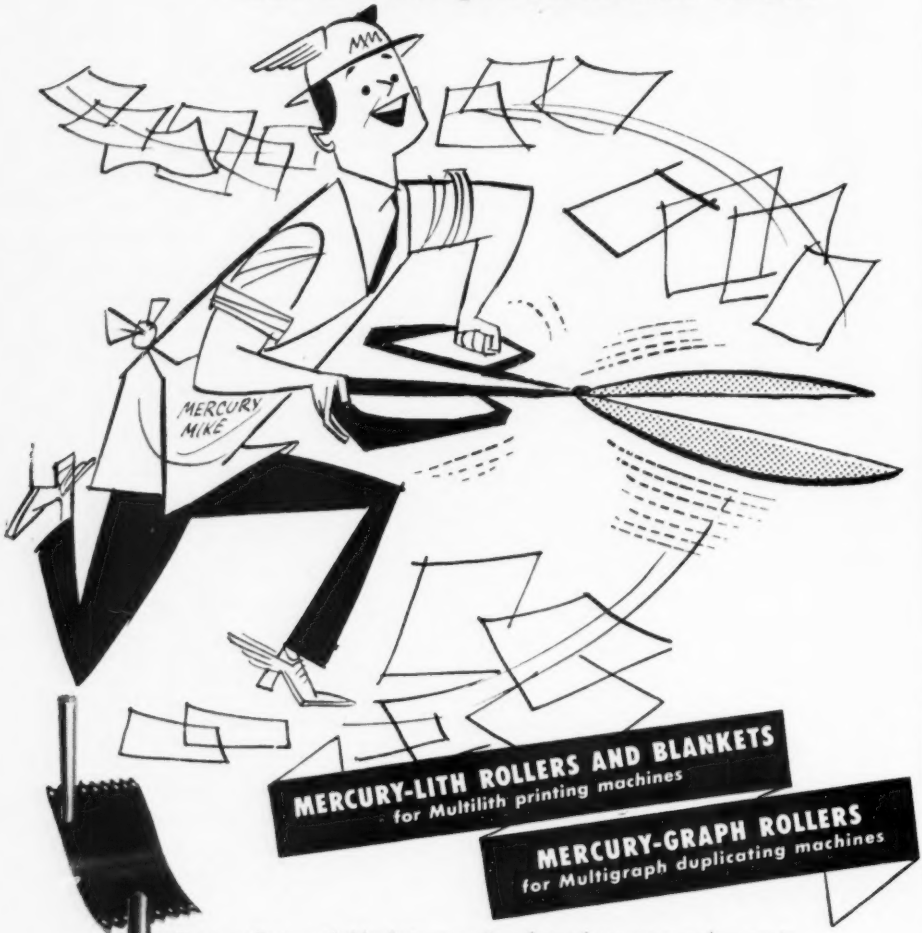
THE H. M. STORMS COMPANY

Manufacturers of the complete line . . . that stands the test of time.

Storms Building, Brooklyn 38, New York

MERCURY PRODUCTS

cut those production costs



These rollers and blankets pay for themselves over and over in your duplicator department. They provide important savings in paper spoilage and waste of ink . . . Cut time for press adjustment and wash-up . . . Provide superior mileage, big savings on replacement costs. *Order* MERCURY *and be convinced.*

RAPID ROLLER CO. Federal at 26th St., Chicago 16, Ill.

FOR THE OFFICE OF DISTINCTION

Milwaukee METAL-LUX

Illustrated:
M-8000, Executive Posture Chair.
M-5000, Matching Side Arm Chair.

There is a touch of magic in the way MILWAUKEE METAL-LUX Chairs transform an office from the ordinary into the realm of distinction. METAL-LUX dealers capitalize on this quality of distinction. These are the chairs that give them every selling advantage: the merit of clean, modern beauty never before attained in a metal chair, superlative comfort and construction—and such obvious good value. MILWAUKEE METAL-LUX sells on sheer superiority.

If you haven't yet shared in METAL-LUX sales and profits, write for full literature today.

Visit us at the NSOEA CONVENTION in Chicago Room 536A, Hilton Hotel

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101 N. Campbell Ave., Chicago 12, Illinois

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Nicer

MORE EFFECTIVE THAN EVER BEFORE

PAX *Hecto Ink* CLEANSING CREAM

Yes, just one dip into a can of *New* PAX Hecto Ink Cleansing Cream and you'll see why Pax is now better than ever. All the usual plus features of Pax are still there but now there is new super effectiveness, new cleaner cooler color, new more pleasing dainty fragrance that makes Pax a delight to use.

Your office girls will appreciate the way it goes after stubborn hectograph and mimeograph stains, typewriter ribbon and carbon paper smudges and really gets their hands clean quickly. They'll also like Pax because it won't spoil the luster of their nail polish. Pax won't spot clothing either, even when it's mixed with the stain it's removing. Send on your letterhead for a sample and see why it costs no more to provide the best.

Pax also produces office type granulated skin cleansers and dispensers, and a complete line of cleansing and cleaning products.

54-1

PAX

G. H. PACKWOOD MFG. CO.

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LOOK FOR THE PAX ROOSTER for It's Your Assurance of a Superior Product

brand new and packed with sales dynamite!

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with VISIBLE ITEM INDICATION*

***DOUBLE-VIEW WINDOW** shows clerk and customer individual items and total!

The fabulous REGNA DELUXE Cash Register is here, marking the greatest advance in cash register design in a decade! Sleek, streamlined, low in cost—it's the perfect answer to the needs of small and medium size retailers. The REGNA DELUXE gives foolproof control over cash-credit . . . protects funds . . . simplifies store accounting. For the REGNA DELUXE is not only a precision-built cash register—it's an adding machine and does many important bookkeeping chores too!

Regna Cash Registers are available in Manual or Electrically Operated Models with regular or oversize cash drawers.

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489 R King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

REGNA FEATURES SELL THEMSELVES:

- new visible item indication
- locked-in totals and sub-totals
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- receipt-chute gives customer totaled, dated receipt
- department or clerk designations
- symbols for paid-out, credit, R/A printed on tape
- automatic correction key
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- 8-column totaling capacity
- new wider tape window shows owner last 6 to 7 amounts rung up

REGNA CASH REGISTERS, INC.
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GENTLEMEN: Please send more information about the REGNA DELUXE Cash Register and about becoming a REGNA dealer.

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REGNA CASH REGISTERS, INC. • 175 Fifth Avenue, New York 10, N. Y.

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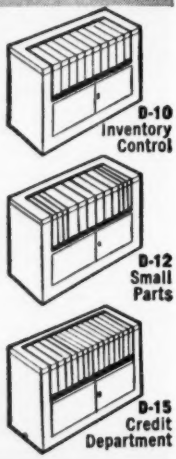

America's greatest telephone directory-catalog systematizer!

The most revolutionary idea in office equipment in 25 years! You now can have better telephone service, faster call action (in and out)—faster fact checking—records and figures at instant finger-flip control—all integrated magnificently into your office procedures.

Desk, wall and modern desk models available. Completely equipped with binder sections made of stainless lifetime steel and tempered pressboard leaves. Color harmonies to match present installations.

Literature available. WRITE now—RIGHT now!

At your friendly stationer and office equipment dealer.

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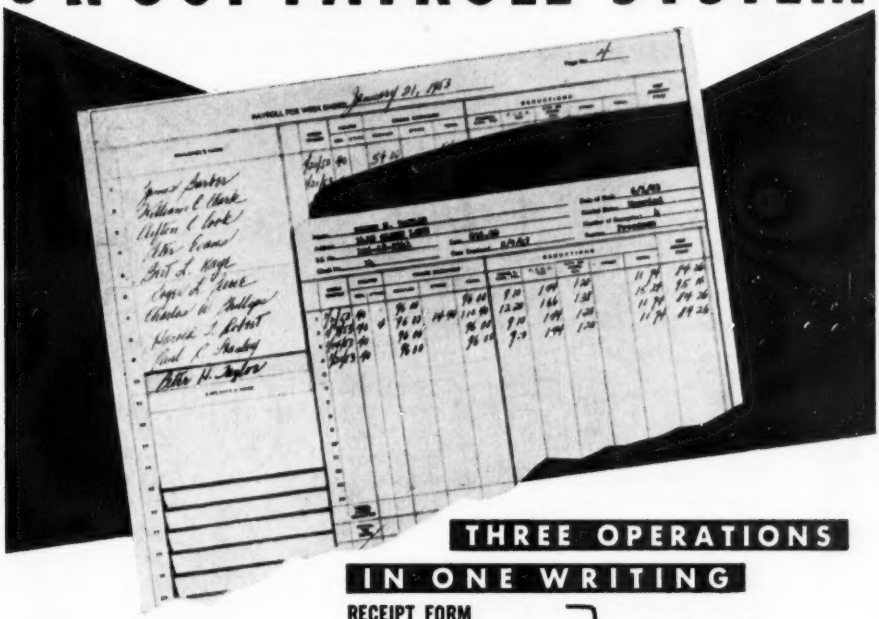
NEW TIME AND LABOR SAVING

S-K 301 PAYROLL SYSTEM



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IN ONE WRITING

RECEIPT FORM
DETAIL SHEET ENTRY
POSTING TO EMPLOYEE'S INDIVIDUAL SHEET

All Operations Accomplished Simultaneously

- *No pegboards or gadgets to buy or rent*
- *All entries are completed at one time*
- *No posting—self balancing*
- *Does not require an expert operator*
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COMPLETE SYSTEM PRICED AS LOW AS **$33.50** FOR AN ENTIRE YEAR INCLUDING 2 BINDERS

WRITE TODAY FOR SAMPLES AND SCHEDULE OF LOW PRICES

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NEW Books

***DEVELOPING MANAGEMENT ABILITY** by Earl G. Planty & J. Thomas Freeston. Ronald Press Co., 15 East 26th St., New York 10. 447 pp., $7.*

This text consists of 600 questions and answers under 31 chapter headings, dividing the development process into five parts: introduction, methods, types, organizing-operating, evaluation. This makes for easy reading by a busy person. Ninety per cent of the questions were actually asked of the authors and about 50 were added for continuity. Mr. Planty is executive counselor for Johnson & Johnson, Mr. Freeston is personnel director of Ethicon, Inc., a J & J subsidiary. The authors' Guided Experience Method of executive training is described here for the first time. A bibliography is keyed to the book's chapter subjects and the 600 questions and answers are indexed by subjects.

***"OLDER" WOMEN AS OFFICE WORKERS.** Government Printing Office, Washington, D.C., pp. 64, 25 cents.*

Includes four specific examples which indicate women in their middle years or older can be successfully prepared for office employment even if they have not worked for some time. Ask for Catalog No. L 13.3:248.

***EMBEZZLEMENT CONTROLS FOR BUSINESS ENTERPRISES** by Lester A. Pratt, 29 pp., Free. Fidelity & Deposit Co. of Maryland, Baltimore 3.*

Describes practical methods of combatting embezzlement of cash and merchandise.

(Continued on page 124)

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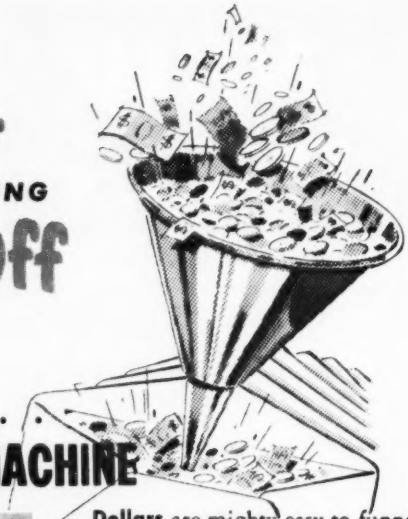

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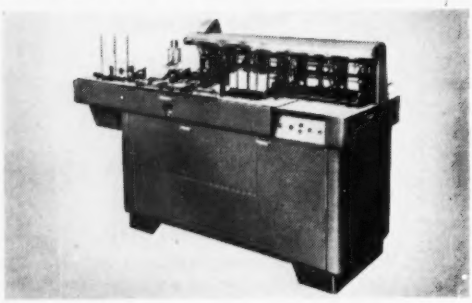

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Systems That Control BACKORDERS

JOHN H. RANSOM
Systems Development Manager, Moore Business Forms, Inc., Niagara Falls, N. Y.

THE more successful the business, the more likely a backorder problem exists because stock is sold faster than it can be produced or replenished. In addition to affecting manufacturers for stock, it plagues wholesalers, some retailers and even job order manufacturers where the problem then becomes one of partial shipments. There are two vital reasons why back orders and partial shipments must be controlled: (1) Failure to ship the remainder of an order results in customer dissatisfaction. (2) A backorder is actually a sale and failure to ship the entire order results in a loss of business.

Because of the nature of backorders, trace of them can easily be completely lost unless an automatic way is found to keep the orders alive until final shipment is made. Until the innovation of modern business systems, backorder control consisted mainly of reliance on the shipping department to notify the order department of short orders. Today there are methods which have eased the backorder problem to an enormous extent, even though there is still room for improvement. There is no one solution. A given system is best only under certain circumstances, which vary from firm to firm.

One of the requisites of good backorder control consists of accurate, current, perpetual inventory records *to be used at the point of entering the order.* If the exact stock quantities are known before order entry, the exact backorders are also known and perfect control can begin here. First, keep the necessary invoices and shipping papers alive. Second, provide a means of flagging stock when replenished, for which a backorder exists. It does little good to have papers flowing if they are not used immediately when stock is replenished.

A number of solutions for keeping backorder paperwork alive are outlined below. Most of them are adaptable to either typewriter or tabulator systems.

1. COMPLETE PRE-BILLING. This assumes either perfect inventory control or a large enough supply of stock so that no backorder problem exists. Combination invoice-order-shipping papers are completely written at the time of order entry since it is known what can be shipped. The backorder, a form similar to the original order, is also written at this time. This insures the proper flow of backorder papers. To make this even simpler a combination order-backorder form permits preparing both at the first writing to eliminate one complete writing.

2. COMPLETE PRE-BILLING WITHOUT INVENTORY CONTROL. A practical solution consists of a combination order - invoice - shipping form which is initially written complete with extensions under the assumption that it can be completely shipped. The invoice section is held pending until released by notification of shipment from the warehouse. If the order is completely filled, the invoice section is detached and mailed. If short shipments result, the form is reinserted in a typewriter, quantities and extensions X'ed out, and correct quantities entered underneath. A new order is then written for the back-

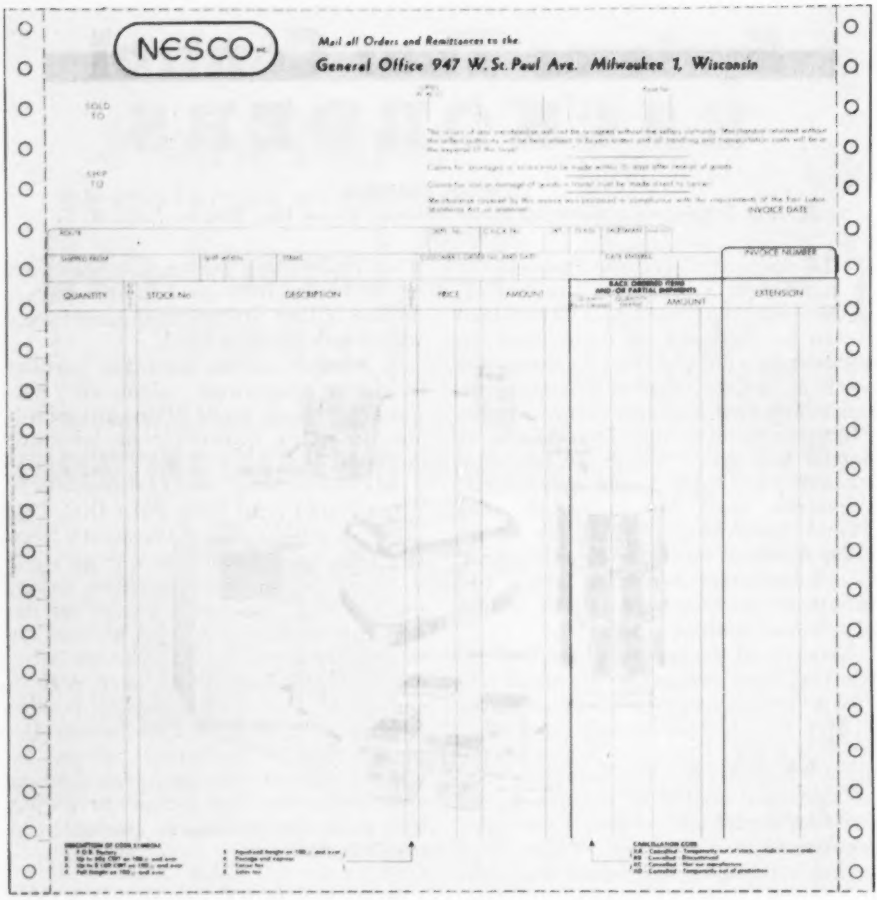
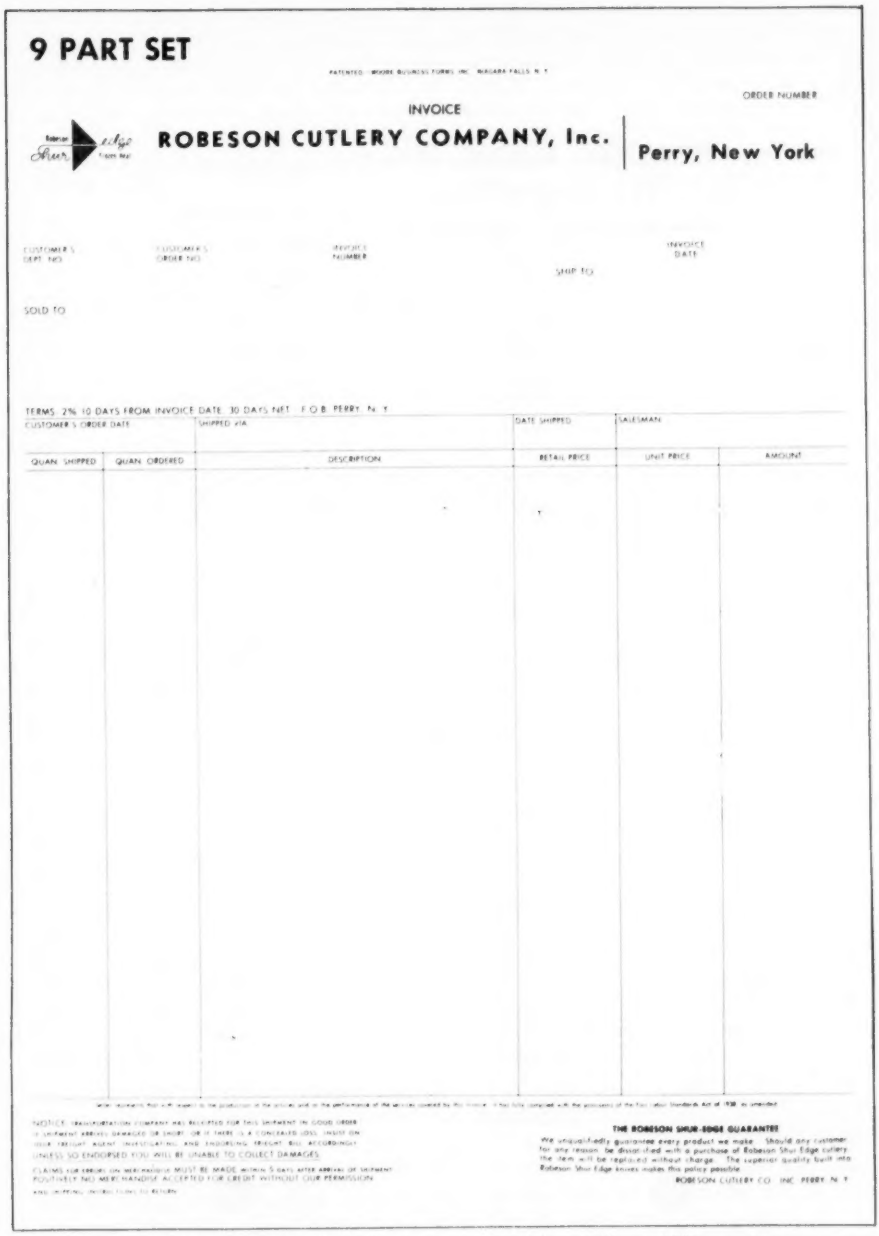


Fig. 1. A 9-part continuous, carbon-interleaved, marginal punched order-invoice form for complete pre-billing without inventory control.

ordered items.

This method is a money-saving idea. Although appearance may suffer somewhat, the clerical savings multiply greatly if the per cent of orders short-shipped is not large. Invoices do not have to be reinserted into a machine for extensions as they do with the conventional pre-billing system if no back order exists. An example of this method is the 9-part continuous carbon interleaved marginal punched form of Nesco, Inc., (Fig. 1).

3. CONVENTIONAL (PARTIAL) PRE-BILLING SYSTEM. This system uses two forms: an original order-invoice and a backorder set. The order-invoice is written without extensions. The invoice section is placed intact in a pending file until released by a shipping notice. It is then inserted in a typewriter for extensions and finally distributed. This is a good system for situations where a substantial per cent of orders are short-shipped, or when neat-



9 PART SET

PATENTED - MOORE BUSINESS FORMS INC. NIAGARA FALLS, N. Y.

ORDER NUMBER

INVOICE

ROBESON CUTLERY COMPANY, Inc. | Perry, New York

CUSTOMER'S DEPT. NO. | CUSTOMER'S ORDER NO. | SERVICE NUMBER | INVOICE DATE

SHIP TO

SOLD TO

TERMS: 2% 10 DAYS FROM INVOICE DATE 30 DAYS NET F.O.B. PERRY, N. Y.

CUSTOMER'S ORDER DATE | SHIPPED VIA | DATE SHIPPED | SALESMAN

QUAN. SHIPPED	QUAN. ORDERED	DESCRIPTION	RETAIL PRICE	UNIT PRICE	AMOUNT

NOTICE: TRANSPORTATION COMPANY HAS RECEIPTED FOR THIS SHIPMENT IN GOOD ORDER IF SHIPMENT ARRIVES DAMAGED OR SHORT, OR IF THERE IS A CONCEALED LOSS, INSIST ON YOUR FREIGHT AGENT INVESTIGATING AND ENDORSING FREIGHT BILL ACCORDINGLY UNLESS SO ENDORSED YOU WILL BE UNABLE TO COLLECT DAMAGES.

CLAIMS FOR CREDIT ON MERCHANDISE MUST BE MADE WITHIN 5 DAYS AFTER ARRIVAL OF SHIPMENT. ROUTINELY NO MERCHANDISE ACCEPTED FOR CREDIT WITHOUT OUR PERMISSION AND SHIPPING INSTRUCTIONS TO RETURN.

THE ROBESON SHUR-EDGE GUARANTEE

We unqualifiedly guarantee every product we make. Should any customer for any reason, be dissatisfied with a purchase of Robeson Shur-Edge cutlery the item will be replaced without charge. The superior quality built into Robeson Shur-Edge knives makes this policy possible.

ROBESON CUTLERY CO. INC. PERRY, N. Y.

Fig. 2. A 9-part invoice form for a conventional (partial) pre-billing system. (A 7-part invoice form is also used by this firm.)

INVOICE

WEDDELL TOOLS, INC.

METAL WORKING TOOLS

37 CENTENNIAL STREET **ROCHESTER 11, N. Y**

Invoice No

Invoice Date

Our Sales Order No

Sales Territory No

Shipped To

SOLD TO

Date Shipped

Shipped Via

Customer's P. O. No

Purchase Order Date

TERMS: 30 DAYS NET - F.O.B. ROCHESTER

QUANTITY			DESCRIPTION	UNIT PRICE	AMOUNT
Ordered	Shipped	Back Order			

Seller represents, with respect to the production of the articles and/or the performance of the services covered by this invoice, it has complied with Section 12(A) of the Fair Labor Standards Act of 1938, as amended.

WEDDELL TOOLS, INC.

By_____

Fig. 3. A 5-part invoice set to which can be added a 2-part backorder for combination invoice-backorder post-billing.

ness and appearance is important.

Robeson Cutlery Co. (Fig. 2) who adopted this method, uses only two Speediset forms requiring one-writing each. They previously needed five separate forms and writings for each original order and three additional forms for each backorder.

4. COMBINATION INVOICE-BACKORDER (Post Billing). This method saves a great deal of clerical time for situations where a high percentage of partial shipments exist. The order-shipping papers *only* are typed initially. When shipment is made, an invoice is typed indicating quantities shipped. If there is a backorder, a two-part backorder form is placed behind the invoice in the typewriter so that the shipping papers for the backorders are produced as a by-product. Finally, the invoice only is typed.

Since the forms are never re-inserted in the typewriter for extensions, a saving in clerical time is effected. If one backorder is involved, there is a 25% saving in clerical time over the conventional pre-billing system. If three partial shipments occur on one order, 38% is saved. The more shipments, the greater the savings.

An excellent example of such a system is that of Weddell Tools, Inc. (Fig. 3) Three Speediset forms are used: a 6-part order-acknowledgement, 5-part invoice, 2-part backorder, with carbon over both parts permitting it to be added to the invoice set for single typing. It is flexible and efficient and provides full control over order-billing; saves clerical costs by reducing the number of operations needed to complete orders.

5. DUPLICATING. Under certain circumstances, a duplicating master as one part of an order-invoice can be a good solution to backordering. Hectograph, whiteprint or offset duplicating processes are adaptable. The choice between them depends on the components of the transaction.

There are numerous variations of duplicating ordering systems, but generally they follow the plan of an original order being typed containing a duplicating master. Shipping papers are the immediate carbon copies which are sent to the shipping department for order filling. Upon notification of shipment, the master, which was temporarily filed, is used to run off invoice copies using a variable master strip for the quantity and extension columns. Variable masters are prepared upon notification of each shipment and the process continues until the order is completely filled.

Westinghouse Air Brake Co. (Fig. 4) uses this method. A Speediset with a hecto master is used for the original order and a variable strip master is used for each partial shipment. Duplicated copies provide the basis for billing.

6. TABULATING SYSTEMS. These are merely mechanizations of manual data processing. Since the punched card allows complete unit control, many systems for billing have been evolved for large operations. Space does not permit anything but a passing mention of its possibilities.

All of the previous mentioned methods are easily adaptable to tabulating except Number 4. Both the pre- and post-billing methods are prevalent. Post-billing is perhaps more economical if the original order was tabulated and the same punched cards are used for billing. Virtually the same matching, filing and processing of form parts are used in tabulating systems as those using the typewriter.

Pre-punched cards can be used for customer information and product description to which only quantities must be added. Either new or pre-punched cards must be controlled and tabulated for all back ordered items.

In several types of business, a unit

IMPORTANT — REMOVE PROTECTOR SHEETS BEFORE TYPING

WAB - 3235 - 1

EQUIPMENT ORDER

SHIPPING COPY

WESTINGHOUSE AIR BRAKE COMPANY

WILMERDING, PA.

GENERAL ORDER NO

DIST	CUSTOMER NO	CUSTOMER ORDER NO	CUSTOMER REQ'N NO	CUST ORD DATE	GENERAL ORDER DATE

CONSIGN TO

1st SHIP DATE STAMP

2nd SHIP DATE STAMP

CHARGE TO

CHECKER'S STAMP

CHECKER'S STAMP

REQUESTED SHIPPING DATE	APPROXIMATE COMPLETION DATE	NO. INVOICE	MARK

ROUTE VIA

ITEM	PIECE NO	SUFFIX	DESCRIPTION	SALES CLASS	QUANTITY ORDERED	1st SHIPMENT BOX NO	1st SHIPMENT QUANTITY	2nd SHIPMENT BOX NO	2nd SHIPMENT QUANTITY
									1
									2
									3
									4
									5
									6
									7
									8
									9
									10
									11
									12
									13
									14
									15
									16
									17
									18
									19
									20
									21
									22
									23
									24
									25
									26

1st SHIPMENT			2nd SHIPMENT		
NO OF BOXES	WEIGHT	CAR INITIALS AND NO	NO OF BOXES	WEIGHT	CAR INITIALS AND NO

Fig. 4. A 3-part spirit hectograph invoice used for original order.
(See strip master for backorders on opposite page.)

tub file of pre-punched tab cards is used to simplify inventory control and backordering. The file consists of a card for each item in stock punched for product code, unit quantity, price and amount. New cards are added for items added to the inventory. To process an order, the proper cards are removed from the file, automatically reducing the inventory. The cards are used for order-invoice tabulating. Cards in the tub file represent a miniature inventory of the real one. Backorders are immediately known if no cards exist for an item and control is automatic.

IMPORTANT – REMOVE PROTECTOR SHEET BEFORE TYPING

G O NO

SHIPMENT NO	DATE SHIPPED

ROUTED VIA

CAR INITIALS AND NO

NO OF BOXES	TOTAL WEIGHT

THIS SHIPMENT ONLY

BOX NO	QUANTITY SHIPPED
	1
	2
	3
	4
	5
	6
	7
	8
	9
	10
	11
	12
	13
	14
	15
	16
	17
	18
	19
	20
	21
	22
	23
	24
	25
	26

WAB 3236 NOTICE OF SHIPMENT

Variable strip master used with form on opposite page for backorders.

Ritmor Sportswear Co. (Fig. 5) recently adopted a tabulating system to do this job. Two specially designed forms are used: a picking ticket and an invoice, both three-part continuous interleaved marginal punched forms. Clerical bottlenecks no longer exist and over-and-under production is virtually eliminated.

7. PUNCHED TAPE. Common language punched tape opens new possibilities for all phases of clerical operations, including billing and backordering. The use of a machine like the Flexowriter to prepare order-invoices provides for automatic production of a punched tape as a by-product. If the order is short-shipped, the tape can be fed to the Flexowriter for automatic typing of backorder invoice. The tape can be coded to stop at the quantity columns for insertion of new quantities. Later it can be used for automatically punching tab cards on a tape-to-card punch for inventory control and sales analysis.

This method provides an excellent means of handling shipments which are made from distant warehouses. Using a post-billing system, the order is typed on a Flexowriter and the tape is used to type shipping instructions via wire to the distant warehouse. The tape produced at the receiving end is used to automatically wire the actual shipments back to the office with manual changes for items not completely shipped. A new tape, punched back at the office, can then produce tab cards automatically for tabulating the invoices at high speed. Cards can further be used for inventory control and sales analysis. The tape is then used for

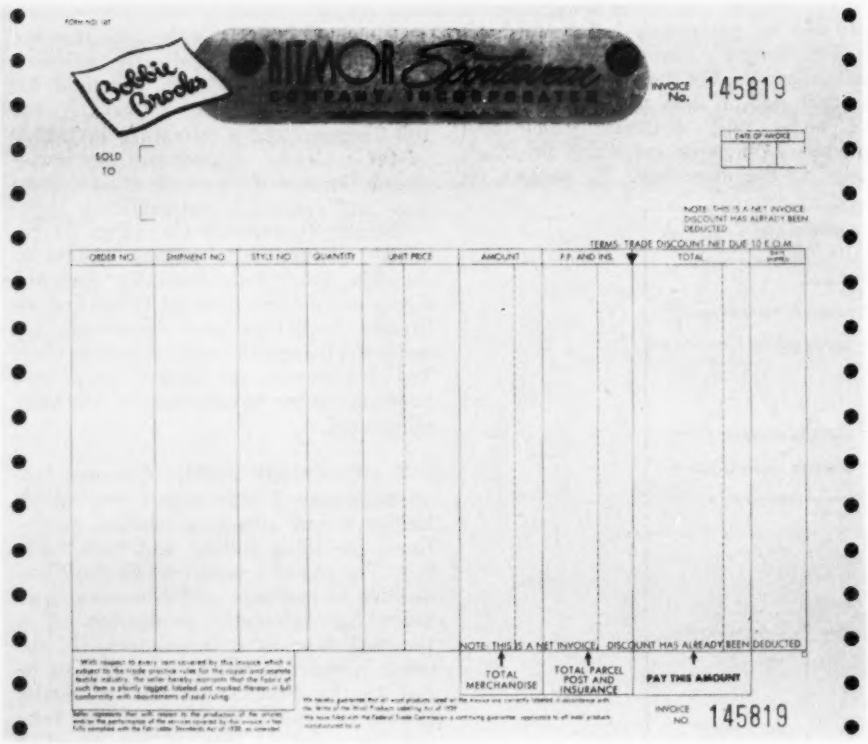
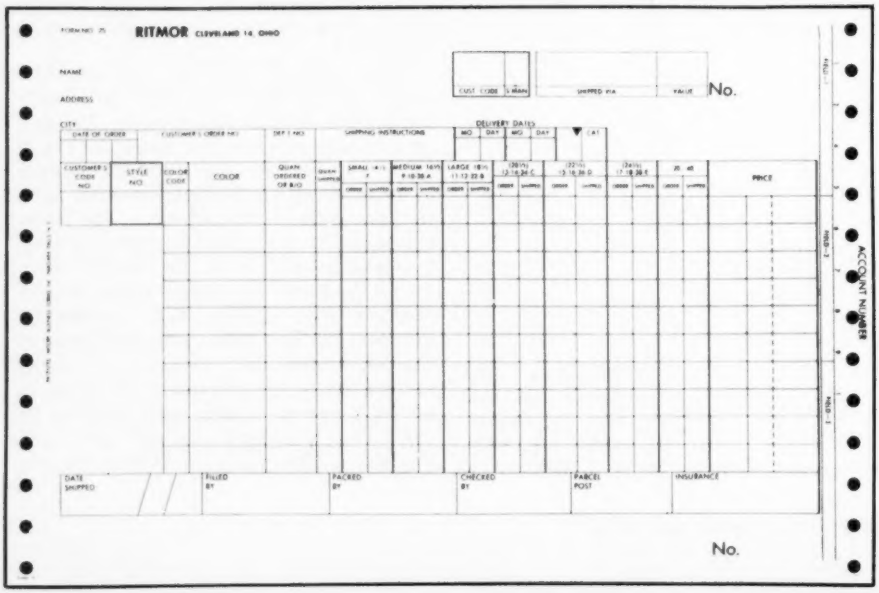


Fig. 5. Forms used in a tabulating system. Above: 3-part continuous, interleaved, marginal punched invoice. Below: 3-part continuous, interleaved, marginal punched stock picking card.



automatically typing the backorder. These methods are by no means the only ones, but they have proven satisfactory for many concerns.

Step two of the problem, insuring that backorders are processed immediately when stock is replenished, is the final important phase of any system. Following are two methods that may provide for this control:

1. *Current Perpetual Inventory Records.* Insuring that backorders get shipped immediately when available can be accomplished by the use of *current* perpetual inventory control records at the point of order entry as previously outlined. Some type of hand entry visible index system, which can be flagged, is the most practical for the majority of situations. Tabs should be placed on cards when backorders exist so that backorders are earmarked when stock is replenished. These records must be extremely accurate and lack of accuracy is often the downfall of this system.

2. *Shipping Department Control.* Many times the best solution is to have the shipping department assume the responsibility for seeing that backorders are shipped. This can be done by marking records on bins for backorders—actually placing backorder copies on clip boards attached to bins, or some other flagging method. This is more positive but often has the disadvantage of giving too much paperwork to stock handling personnel.

Michigan's New State Office Building

NAMED after Michigan's first State Governor, the 8-story Stevens T. Mason Building was completed last year at an approximate cost of $5,300,000. It is one of three government buildings in Lansing. The other two are the historic (1878) Capitol, and the more recent (1922) Lewis Cass Building which was severely damaged by fire and water in 1951 and only reoccupied in 1953. Other State buildings contemplated for future construction near these three are a supreme court building, a 23-story office structure and a building to house Michigan's archives and historical material.

The State of Michigan has had an unusual opportunity to study and plan state offices. The disastrous fire of 1951, which necessitated vacating the Lewis Cass office building for over two years, occurred when plans and specifications for the Stevens T. Mason Building were ready for bids. The Lewis Cass and Stevens T. Mason buildings each accommodates about 1400 employees. The same principles of interior design and organization of space have been successfully applied throughout both buildings.

The Stevens T. Mason Building is of conservative contemporary appearance, designed by architects Smith, Hinchman and Grylls of Detroit. Of the 253,000 sq. ft. of gross area, 170,000 sq. ft. of floorspace is in actual office use. Designed on a 17-ft. module, the only fixed interior walls are around stairwells, elevator shafts and lavatories. Five high speed elevators, which may be operated automatically, serve vertical traffic. A cafeteria for employees, operated by a commercial concession, is provided on the lowest floor level opening on a sunken terrace garden. Office spaces for the various state agencies is divided by movable metal partitions which have been purposely kept at a minimum in accordance with the dictates of open planning and the economical, dual utilization of circulation space within the general office area.

Executives occupy space commensurate with their responsibility as established by the State Civil Service. A few top executive classifications have a full 17-ft. bay. Most individual offices, however, occupy a half bay alcove 8½ by 12 ft. with no partition separating it

Entrance lobby of the Stevens T. Mason Building.

from the general office space. One or more conference rooms are provided for each agency. Usually the general office space is visually divided into activity areas by the judicious arrangement of furniture and files. With the exception of conference rooms and main public corridors, partitions rarely extend to the ceilings and in most cases the upper half is clear glass.

Spaciousness is accentuated by light wall colors, unbroken white ceilings of perforated acoustic metal panels in which flush fluorescent light fixtures are set at regular intervals and the continuous flooring of asphalt tile of a soft gray color. No carpets are used anywhere. Color accents are provided by doors; rich hues of red, yellow, blue, occasional plant boxes and, of course,

Combination office and conference room in Michigan's new state office building.

View of a general office floor in the Stevens T. Mason Building in Lansing, Mich.

the furniture and furnishings. Venetian blinds control daylight and there is a high-velocity system of air conditioning to maintain optimum working conditions at all times of the year. A grid system of telephone and electric power conduits under the floor permits flexibility of present and future office layouts.

Establishment of a records center and stationery stores (in a separate low-rental building) and central duplicating

Employee cafeteria on the lowest floor level opens on a sunken terrace garden.

services, together with a minimum of private offices as explained above, have been responsible for extensive economies in space. Actually, in nearly every case the areas now used are less than these same offices previously occupied. Rentals, comparable to that paid for local privately-owned offices, will be used for operating and maintenance expenses and to retire the building debt, which latter is scheduled to be accomplished in 30 years.

Machine System Simplifies Distiller's Complicated Payroll

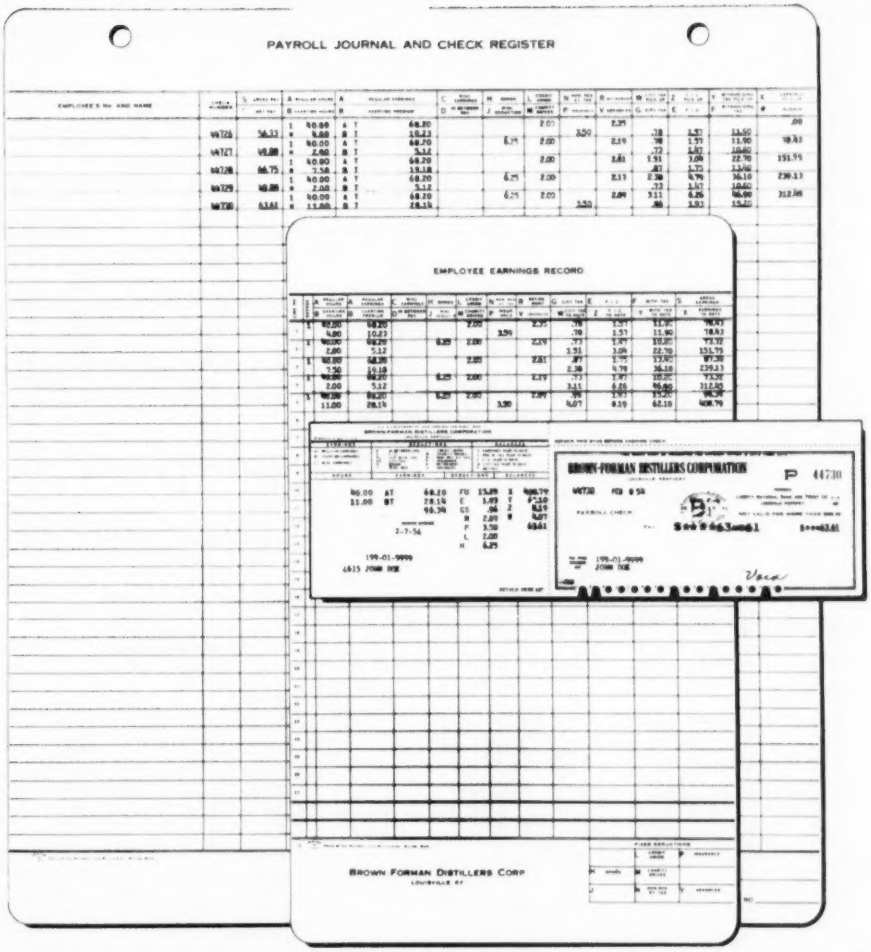
M. M. JOHNSON
Treasurer, Brown-Forman Distillers Corp., Louisville, Ky.

PAYROLL can be one of the meanest accounting jobs or one of the easiest. Employee training for such work can be a mountainous problem or none at all. Records can be completely indecipherable or so simple that anyone can see the whole picture at a glance. Not all of these things depend on volume of work, wage bases, extensiveness of labor distribution or any such factors, but upon the payroll system itself.

Brown-Forman probably has one of the most complex payrolls in the city of Louisville. We have separate payrolls for hourly employees, salesmen, plant straight time, and office. Payrolls must be prepared for our bottling plant, Brown-Forman distillery, Early Times distillery, Labrot & Graham distillery, and Blue Grass Cooperage Co. The breakdowns on labor distribution run into hundreds of accounts—over 1,000 on the bottling operation alone. Some payrolls are weekly, some are semi-monthly. We have an incredible number of deductions for our average of 1,200 employees.

Yet all this is accomplished in an exceedingly simple, smooth and efficient manner on two National 142 payroll machines, two 31's and one 145 machine (used for labor distribution). We can

Two NCR 142 machines in background have automatic card boxes at top center of machines to feed employee's primary card as payroll is written. Automatic tax computers are at top left. Class 31 machines in foreground are used for primary labor analysis and posting labor distribution cards.

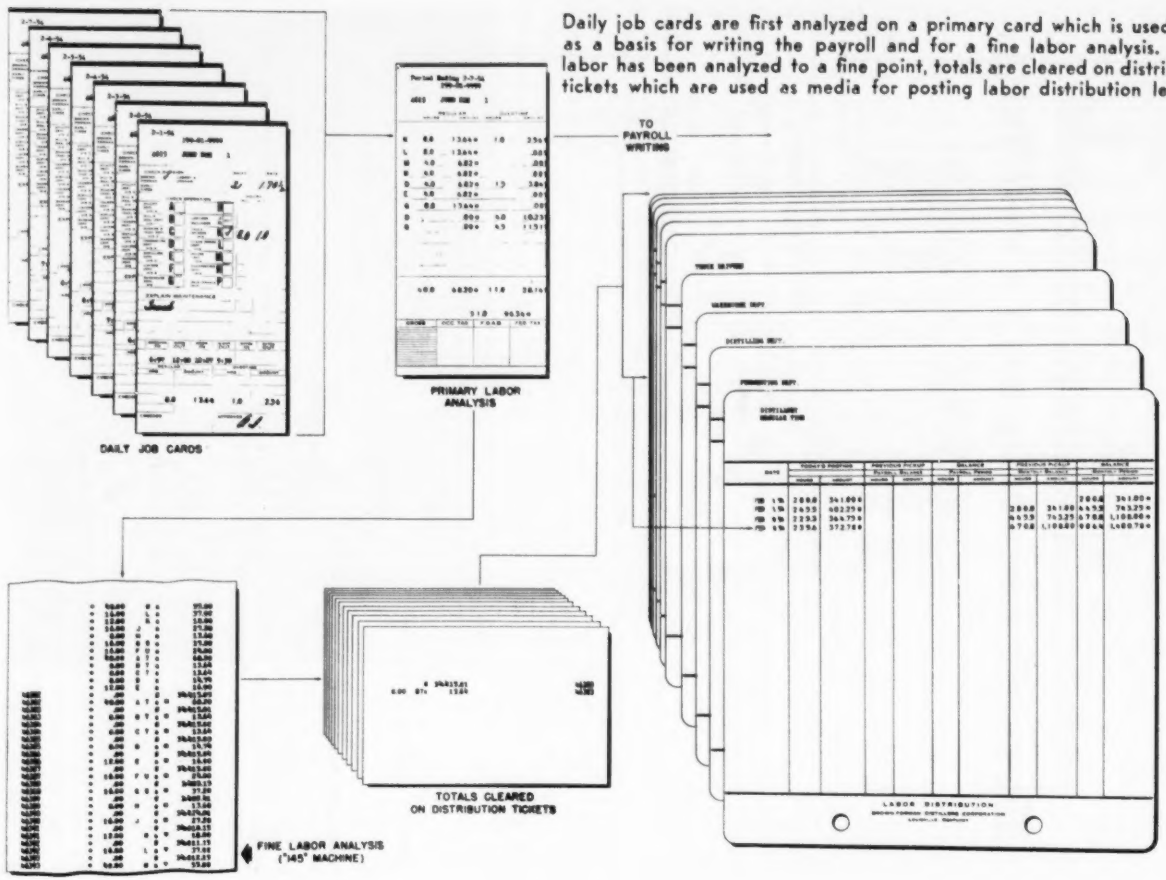


Payroll journal and check register, employee's statement, check and earnings record are written simultaneously in original print. All variable deductions are automatically figured by the automatic tax computer on the payroll machine.

tell at a moment's notice how much any employee has earned, how much has been withheld from him for income taxes, how much he has paid in F. I. C., what his city tax is for the year to date, etc. I am convinced our present system would work with equal efficiency if we had ten or a hundred times as many people on the payroll, though more equipment and personnel would be required.

The year 1944 was the last calendar year in which we used our old system. Following are payroll costs for that year as compared with 1953. Adjustments for the effects of inflation were made only in the case of salaries:

Daily job cards are first analyzed on a primary card which is used both as a basis for writing the payroll and for a fine labor analysis. When labor has been analyzed to a fine point, totals are cleared on distribution tickets which are used as media for posting labor distribution ledgers.



Previous system—14,500 checks a year.	
Equipment rental	$ 3,393
Payroll Department salaries	9,600
Supplies (punch cards, etc.)	350
Total cost	$13,343

In 1944 we had 575 people on the payroll: 400 were paid every two weeks (26 checks each per year) and the remaining 175 were on a semi-monthly basis (24 checks per year). Total paychecks issued during the year were approximately 14,500.

Present system—46,000 checks a year:	
Depreciation of equipment	$ 5,470
Maintenance	730
Payroll Department salaries	14,400
Supplies	200
Total cost	$20,800

There were 1,100 people on the payroll in 1953, of which about 700 received weekly paychecks. The remaining employees were paid twice a month, making a total of approximately 46,000 paychecks for the year.

The old method cost us about 92c for each paycheck issued. The new system costs approximately 45c for each check. This does not take into consideration increased rental costs or increased costs for supplies. Even so, costs per check were cut in half, and it appears reasonable to assume that if we were operating our present payroll under the old methods, costs would be twice as much as now.

Though there is no lack of complexity in our payroll requirements, the procedures used are very simple. On hourly payroll, a week's clock cards for each employee are analyzed according to labor distribution and at the same time proved on the Class 31 machines. Charts are used for multiplication of hours by amount. The machine prints a summary card for each employee, showing regular and overtime hours and amount by labor classification, and then automatically prints total regular hours and amount, total overtime hours and amount, total of all hours and gross pay at the bottom of the summary card. At the same time, hours and gross pay for all employees (on this particular payroll) accumulate within the machine. These overall totals are used to prove the payroll when it is written on the 142 machines.

The summary cards are used first as a basis for writing the payroll and then to obtain labor distribution. When payroll is to be written, summary cards in correct employee order are placed in a feed box at the top of the 142 payroll machine. Operator picks up old to-date balances from the earnings record and copies regular and overtime hours and amounts from employee summary card. She also indexes the number of his dependents (shown on earnings record) at the left side of the keyboard. Machine then prints gross pay which is the same as that shown on the bottom of the summary card. At the same time, the automatic tax computer at top of machine lights up and shows F. I. C., withholding tax, city tax and retirement so the operator simply copies these figures. (If employee's wages have exceeded $3600, F. I. C. key on the machine automatically locks). She also copies any fixed deductions, as shown on the bottom of the earnings record. Machine then prints city tax to date, withholding tax to date, F. I. C. to date, earnings to date, and net pay. The feed box brings the summary card for the next employee into view. (Kentucky has a state withholding since July 1 and this also is handled by the automatic tax computer).

The operator has little more than a copying job to do. All of the rest of the work is done automatically by the machine. She simply sets up the amount and touches the correct button. As an illustration of this, when the operator enters regular hours and pay on the keyboard, she touches the regular pay key. This instantly causes the machine to perform the following simultaneous functions:

1. Regular hours print on payroll journal.

(Continued on page 233)

Hand Signing Checks Wastes Executive Time

LYNE S. METCALFE

THE job of making out checks, with the assembly of required supporting papers, data and the addition of proper signature or signatures, can be a big factor of expense. It costs money to prepare and support bank checks and, what is more, it costs a lot more to get them signed especially if an office adheres to the old-fashioned habit of signing by hand when the hand is on the arm of a highly paid executive. Great quantities of checks are being signed every day in offices by officials who are thus doing a job which could as easily be done by a schoolgirl.

While more and more firms are turning to mechanical methods to aid personnel produce more work with less effort, the boss in this respect has been overlooked. All around him are signs and symbols of direct and indirect labor-saving aids to make work output bigger, reduce monotonous motions, raise the quality of work and lower its cost. One of the most time-consuming laborious and costly job is that of checksigning. Yet it is a job that still falls on the shoulders of high-priced men and women in offices often otherwise modern in their methods. Top officials and executives are paid their salaries for assuming responsibilities in matters far more vital to administration and making a profit. So *why* is it that the archaic practice still persists? Said one auditor:

"I'd say that the surprisingly common practice of requiring top executives to sign all checks is largely the result of

A Cummins Series 250 Checksigner.

"The phone that never rings"...

It's a remarkable new *kind* of phone —the Dictaphone TELECORD phone.

It doesn't ring because it's a *dictating instrument!* It connects to a network system leading to a TIME-MASTER, the world's finest dictating machine. Dictation by TELECORD can be as simple and convenient as ringing up a friend on the telephone.

Now everybody in an organization can have the benefits of electronic dictation for just a few cents a day.

And any number of dictators can be added to a TELECORD network without basically altering the installation, owing to its economical "building block" simplicity.

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This Todd Protectograph automatic checksigner can sign 5,200 checks an hour.

certain hoary traditions. In the days before automatic checksigning was even thought of, and checks came through in smaller quantities for signature, the element of personal responsibility was exemplified in actual physical signing of each check itself. Unless the very hand and arm of the signer pushed the pen, the entire action took on an aura of doubt and seeming illegality. It was reasoned that, after all, the act of signing a bank check is the act of allocating and spending the funds of the company. Few then could see the possibility of getting an acceptable legal signature on checks by an automatic system though most surety companies are today on record as preferring automatic check signing as against hand signatures. This has had much to do with the growing practice of turning the whole job of checksigning over to an office girl of average intelligence.

A careful consideration of the job of checksigning makes it possible to "peel away" many surrounding traditions as not valid today. It is true that the treasurer, controller or any other signer whose signature is acceptable to the bank, receives what is paid to him in personal salary as an executive among whose responsibilities are decisions regarding checks as to what should be paid, what should not be paid and how much should be paid. But if we are to line up this job with methods for easing and speeding similar operational activities today, this is as far as the executive should become involved in the job. In progressive organizations, checksigning has become a purely automatic and routine chore like sealing and stamping mail.

And, it all can be done automatically with no loss of control. The responsibility for the "what should, what should not and when" remains where it belongs in the hands of the signing authority. As batches of checks usually reach the signer when he is busiest and always when they are needed in a hurry, the job may take on the nature of a nuisance to the signer himself. To be compelled to defer or neglect more pressing duties for the job of writing your name dozens of times is more than a nuisance—it's apt to become a burden.

Handling a large volume of checks is a primary factor in many operations.

(Continued on page 140)

A Safeguard desk model checksigner.

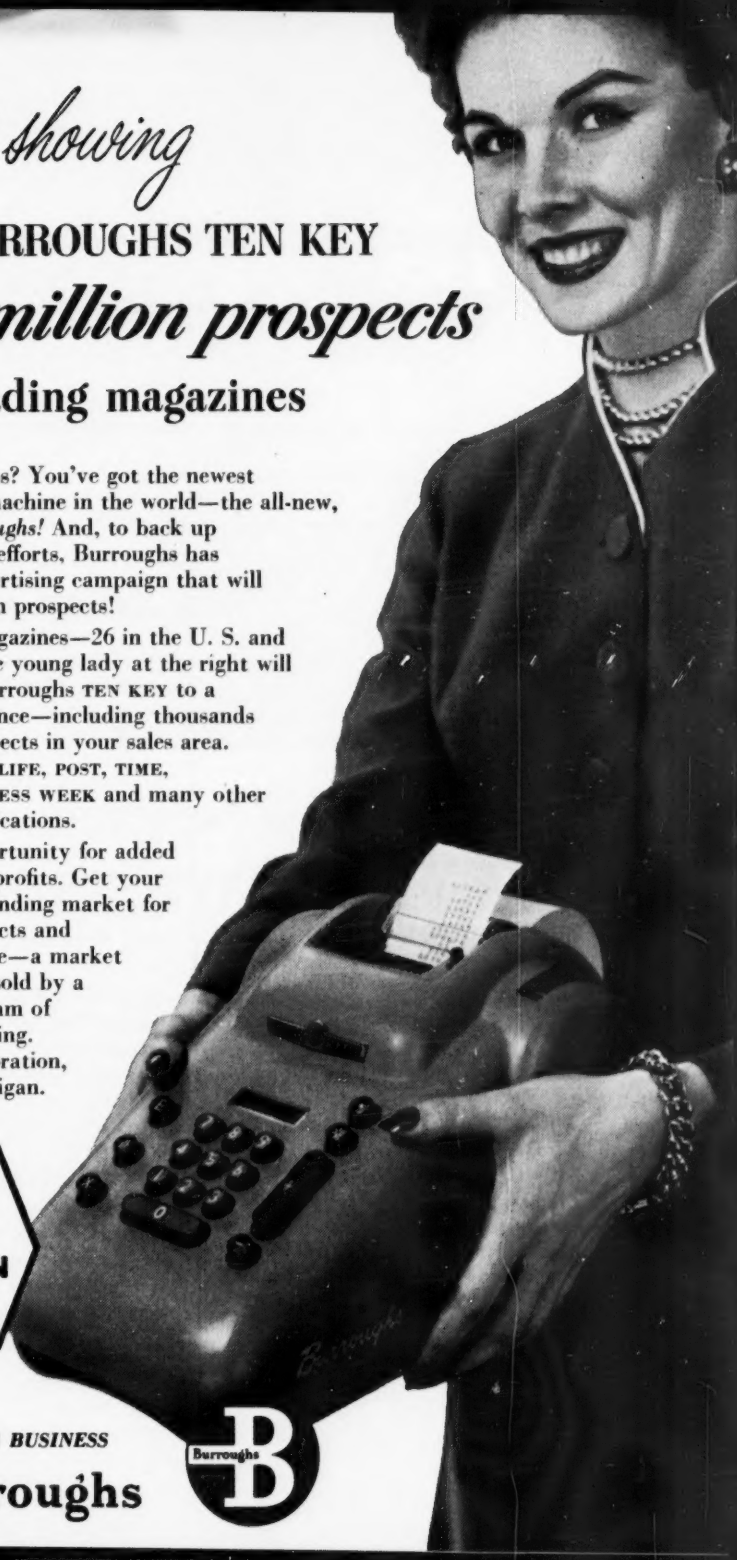
She's showing

the NEW BURROUGHS TEN KEY *to 14½ million prospects* in 34 leading magazines

How can you miss? You've got the newest ten-key adding machine in the world—the all-new, all-electric *Burroughs!* And, to back up your own selling efforts, Burroughs has launched an advertising campaign that will reach 14½ million prospects!

In 34 leading magazines—26 in the U. S. and 8 in Canada—the young lady at the right will show the new Burroughs TEN KEY to a nationwide audience—including thousands of TEN KEY prospects in your sales area. You'll see her in LIFE, POST, TIME, U.S. NEWS, BUSINESS WEEK and many other widely read publications.

Here's your opportunity for added sales and bigger profits. Get your share of the expanding market for Burroughs products and Burroughs service—a market that's being pre-sold by a continuing program of national advertising.
Burroughs Corporation,
Detroit 32, Michigan.



SEE IT AT THE N.S.O.E.A. CONVENTION BOOTH C-13

WHEREVER THERE'S BUSINESS THERE'S **Burroughs**

Burroughs

31st Annual LOMA Conference In Washington, September 27-29

THE usual heavy program of speakers and seminar discussions will feature the 31st annual conference of Life Office Management Assn. at the Shoreham Hotel, Washington, D. C., September 27-29. During the conference, 25 manufacturers of office equipment will exhibit their products. This will be the most extensive display ever shown by LOMA. A special demonstration of equipment applicable to life insurance office operations will be held Tuesday evening, September 28, from 7 to 9 p.m.

As will be noted from the program, Tuesday afternoon and all day Wednesday will be devoted to a series of concurrent round table discussions. Members are requested to come prepared to contribute to these informal meetings. Group luncheons will be held on Monday and Tuesday to afford members the opportunity to make new acquaintances and continue, informally, the discussion of conference subjects. While in Washington, registrants will be able to visit the recently completed addition to the Acacia Mutual Life Insurance Co. They are also invited to visit the home offices of other local member companies: Equitable Life Insurance Co., Peoples Life Insurance Co. and Southland Life Insurance Co. (Continental Division).

Despite the full technical program, entertainment will not be overlooked. Members arriving Sunday may enjoy the Shoreham's famous Sunday Night Special Buffet served in the Palladian Room. Monday evening the annual banquet will be held in the Terrace Room and there will be music and dancing. The banquet will be preceded by a reception in the west ballroom from 6:30 to 7:30 p.m. An interesting program has been arranged for the wives of members. It will include a coffee hour on Monday and Tuesday, a luncheon, and a visit to the headquarters of the Federal Bureau of Investigation, as well as

LOMA Exhibitors

Addressograph-Multigraph Corp.
American Automatic Typewriter Co.
Anken Film Co.
Arnot-Jamestwon Div., Aetna Steel Products Corp.
Art Metal Construction Co.
Copease Corp.
Dictaphone Corp.
Domore Chair Co.
Eastman Kodak Co.
General Fireproofing Co.
Gray Manufacturing Co.
Haloid Co.
Harris-Seybold Co.
International Autopen Co.
International Business Machines Corp.
Monroe Calculating Machine Co.
Olivetti Corp. of America
Peirce Wire Recorder Corp
Photostat Corp.
Port Huron Sulphite & Paper Co.
Recordak Corp.
Remington Rand, Inc.
Rol-Dex Div., Watson Manufacturing Co.
Standard Register Co.
Wheeldex & Simpla Products, Inc.
Yawman & Erbe Mfg. Co.

EXCLUSIVE "HINGE-TOP" BOX WITH FAMOUS

EAGLE-A BOXED TYPEWRITER PAPERS

EAGLE-A's handy "Hinge-Top" Box keeps these superior typewriter papers fresh and clean . . . lets you conveniently slide out the sheets you need. The "Hinge-Top" Box is *another* big extra feature with Eagle-A Boxed Typewriter Papers . . . the world's finest office papers. They're available in letter size or legal sizes, plain and ruled — for *all* your office needs. Always ask your stationer for Eagle-A Boxed Typewriter Papers!

"Hinge-Top" Box with these Eagle-A Papers:

100% RAG EXTRA No. 1
Coupon Bond

100% RAG
Coupon Onion Skin
Agawam Bond
Agawam Onion Skin

75% RAG CONTENT
Contract Bond

50% RAG CONTENT
Acceptance Bond

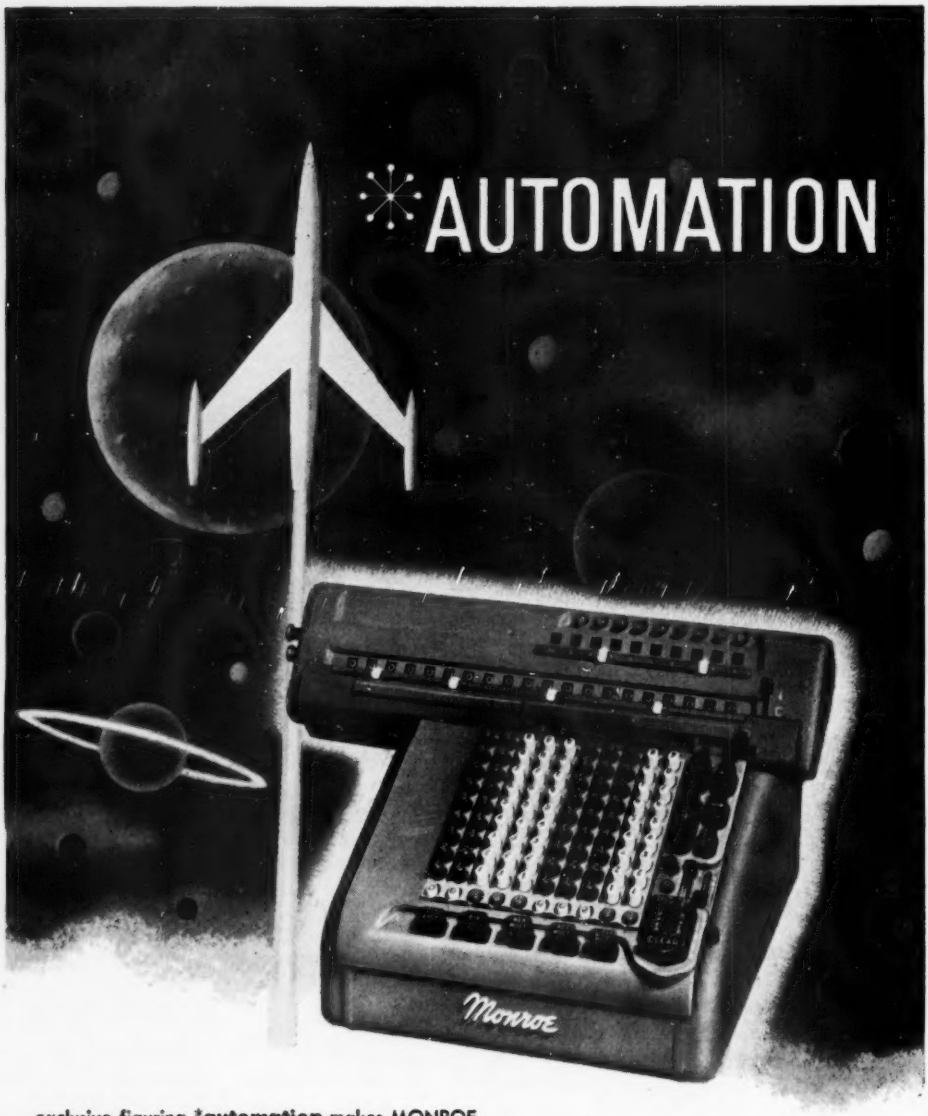
25% RAG CONTENT
Trojan Bond
Trojan Onion Skin
Trojan MSS. Cover

SULPHITE PAPERS
Quality Bond
Quality Onion Skin
Quality Manifold

TYPE-ERASE PAPERS
Type-Erase Bond
Type-Erase Onion Skin

Free! Test Kit of new Coupon Onion Skin and Miniature Sample Booklet of Eagle-A Boxed Typewriter Papers. Write on your letterhead to Dept. O,
AMERICAN WRITING PAPER CORP.
HOLYOKE, MASSACHUSETTS

EAGLE-A PAPERS ARE AVAILABLE IN ALL FLAT PRESS SIZES, TOO . . . ASK YOUR STATIONER OR PRINTER



exclusive figuring *automation makes MONROE the world's finest fully automatic calculator!

The Monro-Matic is the fully automatic calculator so responsive that anybody simply sets the problem. Then it answers swiftly and automatically, without chance of error. That's Monroe figuring automation in which the machine receives the problem and never stops or needs attention in giving its instantaneous answer! Monroe Calculating Machine Company, Inc., Orange, N. J. Sales and service everywhere.

OPERATORS WHO KNOW... PREFER **MONROE** *CALCULATING, ADDING, ACCOUNTING MACHINES*

sightseeing trips.

LOMA members will receive an advance copy of the complete program. Information can be had from Frank L. Rowland, managing director, 110 East 42nd St., New York 17.

LOMA Conference Program

MONDAY, SEPTEMBER 27

10:30 a.m. WELCOME: LLOYD K. CRIPPEN, *Vice President and Actuary, Acacia Mutual Life Insurance Co.*

10:45 a.m. TODAY'S CHALLENGE TO MANAGEMENT: NOEL S. BAKER, *Vice President, John Hancock Mutual Life Insurance Co. and LOMA President.*

11:15 a.m. MAKING MAXIMUM USE OF LOMA FACILITIES: MORRIS G. FULLER, *President, State Farm Life Insurance Co.*

2:00 p.m. MANAGEMENT PLANNING THROUGH OPERATIONS RESEARCH: MARTIN GOLAND, *Associate Director, Midwest Research Institute.*

2:45 p.m. Business meeting, presentation of LOMA Institute Fellowship Diplomas.

6:30 p.m. Reception.

7:30 p.m. Banquet, dancing.

TUESDAY, SEPTEMBER 28

9:30 a.m. COST CONTROLS AS A TOOL FOR MANAGEMENT: J. MCCALL HUGHES, *Vice President and Controller, Mutual Life Insurance Co. of New York.*

10:15 a.m. HON. T. COLEMAN ANDREWS, *U. S. Commissioner of Internal Revenue.*

11:00 a.m. SOME LIFE INSURANCE APPLICATIONS OF ELECTRONIC CALCULATING CARD PUNCH MACHINES: J. F. EMMS and L. MOWBRAY CLARK, *Sun Life Assurance Co. of Canada.*

2:00 p.m. Concurrent Panel Discussions on INDUSTRIAL OFFICE METHODS AND PROCEDURES. A NEW LOOK AT SOME AREAS OF PERSONNEL ADMINISTRATION, PROBLEMS PERTAINING TO LIFE OFFICE COST CONTROLS.

2:00 p.m. RESPONSIBILITY OF PERSONNEL ADMINISTRATION FOR COMMUNITY AND PUBLIC RELATIONS: STERLING T. TOOKER, *2nd Vice President, Travelers Insurance Co.*

2:30 p.m. PROBLEMS IN CLERICAL AND SUPERVISORY PERFORMANCE RATING: ABRAM T. COLLIER, *Vice President, John Hancock Mutual Life Insurance Co.*

3:00 p.m. LIFE OFFICE SALARY ADMINISTRATION: GEORGE WILGUS, *Personnel Manager, Mutual Life Insurance Co. of New York.*

3:30 p.m. SOME VIEWS ON JOB ENLARGEMENT: EDWARD A. ROBIE, *Personnel Director, Equitable Life Assurance Society.*

4:00 p.m. USE OF ABSENTEEISM AND TURNOVER STATISTICS: ELMER W. EARL, JR., *Assistant Secretary, Life Office Management Assn.*

4:30 p.m. TRENDS IN PERSONNEL ADMINISTRATION: LOUISE M. NEWMAN, *Personnel Director, Northwestern Mutual Life Insurance Co.*

5:30 p.m. Reception, 1954 LOMA Institute Fellows.

7:00 p.m. Demonstration of office machines and equipment.

WEDNESDAY, SEPTEMBER 29

All Day LOMA's seven regional planning committees will conduct 39 45-minute round table discussions on a wide range of subjects pertaining to life insurance office operations.

Office Work IS Production

FRANK L. ROWLAND
Managing Director, Life Office Management Assn., New York

MOST of us learned in elementary economics that any action or function that contributes to production *is* production. The paperwork involved in producing a product for the market is just as essential as engineering design, machine maintenance or the act of converting and assembling material. It is unfair and unsound to isolate any single factor entering into production and label it as burden or overhead. The accountants have, no doubt inadvertently, contributed to this misconception of office work when they labeled it "burden" or "overhead" for the purposes of cost classification.

We should make it clearly understood that the office manager does not create clerical work. The demand for the product of the office comes from management and the volume depends upon many factors: accounting requirements, sales and distribution policy, controls required, payroll requirements and the like. The office production manager can be held responsible only for meeting these requirements at the lowest possible cost.

The increase in the number of clerical workers in relation to so-called production or factory workers is a natural and necessary accompaniment to our system of mass production and distribution. One has no more right to attribute waste *per se* to the paperwork phase of production than to research, engineering or sales; all of which have increased in recent years. Statistics with respect to our white collar or clerical population are entirely misleading when related to material production. A large percentage of the clerical worker group is engaged in service activities quite unrelated to commodities. Man does not live by material things alone. He demands the services of the white collar institutions: insurance of all types, financial institutions, government agencies, schools, professional people and dozens of others. The more prosperous our economy, the greater the demand for these services.

Since the office production manager is responsible for meeting the requirements of the office at the lowest possible cost consistent with quality standards, and since he does not create these requirements because they are dictated by the policies and programs conceived by management, the question is: Is the office manager doing a good job and has he made progress in keeping up with the accomplishments in other areas

How many of your profit dollars go here?

The dollars you save on office procedure are true profit. There are no deductions for travel, entertainment or delivery costs. If you save a thousand dollars, you have made a thousand dollars.

But you lose these profit dollars when second-rate, undependable office supplies fill your wastebasket with illegible copies, smudged letters, work that has to be re-typed and ribbons and carbons that failed to stand up after short use.

Webster products help prevent this waste...help you save money on office typing. This quality line of carbon papers, typewriter ribbons and spirit duplicating supplies is manufactured to exacting formulas that give you longer, better service. Every Webster product is inspected many times during the making.

Webster Quality Products make for office efficiency which means a substantial saving in expenses. Try the Webster line for a few weeks. Your empty wastebasket -- and your cost records -- will illustrate the difference.

F. S. WEBSTER COMPANY

8 Amherst Street
Cambridge 42, Massachusetts

of production?

My answer is, yes, and I feel the public should become aware of it. I think the public should be also made aware of the fact that the management of office activities is infinitely more difficult and exacting than factory management where, in the main, the machine sets the pace. We deal with mental-mechanical activities calling for a wide variety of skills which have to be taught immature workers. Our work demands a high type of supervision involving technical understanding of the job and the capacity to train and motivate groups. Our activities are constantly undergoing change as opportunities for improvement are detected and new demands are made by the management.

The public has not made an equitable appraisal of our accomplishment probably because of the inherent difficulties in evaluating office production. Engineers with proven standards can predetermine the mechanical cost of a part or an assembly. If the actual cost is less, credit is readily forthcoming. Sales managers can set quotas and when they are exceeded, there is much jubilation. The office manager can do a splendid job, but his activity is viewed as "burden" or "overhead". When it becomes necessary to reduce overall costs, attention is always first directed to the office.

The measurable results accomplished in the life insurance offices pertain to all offices, I feel sure. Our problems in the main are the same as yours and I feel we all have the same approach to them. There is this one difference, however. We have a reasonably acceptable unit available to measure our accomplishment. It is the amount of business in force (our workload) being serviced by an employee. In 1945. for the life insurance business as a whole, each home office worker serviced, on an average, $1,887,800 of business. By 1953 this was increased to $2,645,000, an increase of 71.4% since the close of World War II. To handle our 1953 workload based on the 1945 standard of performance, would have required an additional 84,323 employees. At an average salary of $3,000 per year this would have resulted in an additional salary cost of $252,969,000 per year—and every year thereafter.

As a further illustration of our accomplishment, let me cite the twelve year record of a few companies selected at random (see table below).

These results were not attained through any revolutionary changes in methods or machine installations. They reflect consistent study and attention to every single phase of our office operations with top management support and encouragement all along the line. We not only expect to hold our gains but to continue to improve our record.

I cannot overemphasize the importance of the office manager making known to his top management just what he is accomplishing in operating im-

(Continued on page 219)

MILLIONS OF DOLLARS OF BUSINESS IN FORCE 1940	1952	PERCENT OF INCREASE	SIZE OF STAFF 1940	1952	PERCENT OF INCREASE
246	813	230%	198	369	86%
1,042	2,444	135%	565	643	14%
366	753	106%	293	303	3%
493	1,044	112%	338	352	4%
1,574	3,385	115%	634	850	34%
3,911	6,887	76%	1,108	1,270	15%
598	1,540	157%	349	679	94%
403	1,137	182%	265	505	90%

An example of the greatly increased production by workers in life insurance offices.

NOW—THE ADVANTAGES OF HYDRAULIC POWER IN A HANDY 19⅜" PAPER CUTTER!

Introducing the 193 Semi-Hydraulic Power Paper Cutter . . . newest and *smallest power-operated cutter* in the famous Challenge line! Ideal for the office or small plant. Just 19⅜ inches wide . . . yet with all the POWER and PERFORMANCE of many larger, more expensive models!

Hydraulically controlled knife cuts clean and deep. Won't repeat accidently. Works smoothly in harmony with easy-running hand clamp to save time and money. Special features include Challenge's safe and sure two-hand starting device . . . "duplex" measuring tape . . . "positive" back gage . . . and a handsome baked-on "wrinkle" finish which adds to the smart appearance of the cutter.

Ruggedly built . . . moderately priced—you'll find Challenge's 193 Semi-Hydraulic Power Paper Cutter *right* for you. Send for complete details now.

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CHALLENGE® STYLE 193F SEMI-HYDRAULIC POWER PAPER CUTTER

Combines economy of *compactness* and efficiency of *power* in one model!

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Challenge Owns The Printing Equipment Manufacturing Rights of *Morgans & Wilcox Manufacturing Co.*

DEALERS IN ALL PRINCIPAL CITIES

This new-type copying machine stops your biggest office waste

Whatever copying is done in your business – letters, invoices, orders, newspaper or magazine clippings, charts . . . in fact, anything written, drawn, typed, or printed – the THERMO-FAX Copying Machine can do it 10 times faster than your fastest typist, without error and at a fraction of the cost!

The THERMO-FAX Copying Machine – made by the inventors of "Scotch" Brand Cellophane Tape – copies originals up to 8½ x 14 inches in size, whether on transparent, opaque, or two-sided paper. Copies are made without messy chemicals, special masters, or noxious fumes – it's a one-step process, completely dry from start to finish. So simple and easy, anyone in your office can turn out quality copies without lengthy instructions.

We'll be glad to send complete information without obligation. Just write: Duplicating Products Div., Minnesota Mining and Mfg. Co., Dept. O-94, St. Paul 6, Minnesota.

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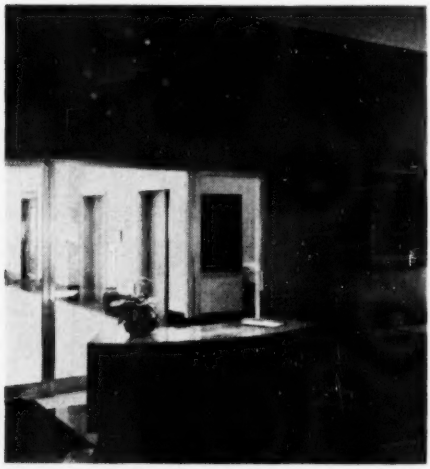
The term "Thermo-Fax" is a registered trademark of Minnesota Mining and Mfg. Co., St. Paul 6, Minn. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ontario, Canada.

3M COMPANY

Revolving illuminated globe shows National Cash Register Co. branch offices in their new administration building at Dayton.

NCR's Remodeled Office Building

GAINS in office efficiency have been achieved by National Cash Register Co. through remodeling their administration building at the company's main factory in Dayton, Ohio. From lobby to roof, the 270,000-sq.-ft. building has been given a brighter appearance. Besides increasing the attractiveness of offices to benefit employee morale, the remodeling has resulted in better office procedures and improved work flow.



Receptionist's desk in the lobby was built by company's own craftsmen.

The extensiveness of the four-year remodeling job is typified in the impressive new lobby of the building. A metal and glass revolving door and two matching side entrances have replaced heavy wooden doors which formerly reduced natural lighting in the lobby. Size of the lobby has been increased by elimination of partitions. An acoustical ceiling and black vinyl-plastic flooring have been installed, as well as spot lighting. Walls have been finished with oil paint in a blue-green. The roominess of the lobby was further accented by installation of an antique smoked mirror across the entire wall at one end.

Lobby furnishings, many of them made by the company, enhance the attractiveness of the decor and increase visitor comfort. Outside phones, writing desks and magazines are available to visitors. Focal point is a huge plastic world globe, believed to be the largest of its kind ever built. The revolving

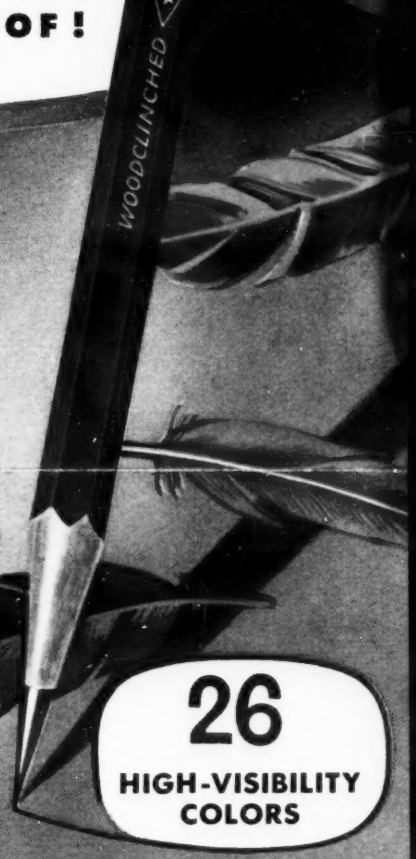
Intense Color at Feather Touch..

Colorbrite

WETPROOF! FADEPROOF! SMEARPROOF!

WETPROOF! FADEPROOF! SMEARPROOF!

Writes as smoothly as a black lead pencil!



26
HIGH-VISIBILITY COLORS

EBERHARD FABER Since 1849

A QUICK GUIDE TO
Greater Pencil Value

Getting just the right pencil or eraser for each job saves time and trouble...costs no more! Which should YOU be using?

A. ARTISTS, ENGINEERS, DRAFTSMEN! 18 controlled degrees, plus superb smoothness makes *Microtomic* the choice of men at the board. Scientifically balanced for perfect control.

B. DISCRIMINATING PEOPLE choose *Van Dyke* for ultra-smoothness and its flat adjustable eraser.

C. WRITERS ATTENTION! The extra black, thick lead *Ebony* writes smoothly on any paper. Perfect for quick memos, sketches and layouts too.

D. ACCOUNTANTS prefer *Thin-Rite* for small, neat figures. Sharpens to a fine point and holds it!

E. A BOTTLE OF INK IN A PENCIL is safer and quicker to use. *Noblot* satisfies legal requirements as well as your personal convenience.

F. WRITES ON ANY SURFACE—glass, metal, plastic, cellophane, even movie films can be clearly marked with *Marker* paper-wrapped or mechanical pencils. Popular colors.

G. FOR WRITING, DRAWING, AND PAINTING! The miraculous *Mongol Colored Pencils.* 36 colors, thin, strong indelible leads. Ideal for charts, maps and color visuals.

H. OFFICE PEOPLE PREFER COLORBRITE LEADS! In handsome "see-thru" plastic barrels. 12 brilliant colors!

J. THE MOST WANTED BUSINESS PENCIL in the world. The new *Miracle Mongol.* Smoother writing! Blacker lines! Extra strength! Longer wear! Look for new Bull's Eye Marking!

PAPER-MATED ERASERS

Van Dyke...typists' choice for soft surface letterheads, tissues and carbons. For harder surfaces use *Comet.* Both available with or without brush.

Pink Pearl cleans as it erases. Exceptional quality removes black pencil marks without roughening paper.

Ruby firm and durable for office forms. Erases black or colored pencil marks.

Star Plastic Type Cleaner removes dirt and ink from typewriter keys, office machines, rubber stamps, etc. Nothing to spill, keeps hands clean.

Re-Nu is paper-wrapped, self-sharpening. For correcting originals and carbons. With or without brush.

Singlex, the giant 7-inch pencil-shaped eraser sharpens in a pencil sharpener. Excellent for ink or type marks. With or without brush.

Kneaded Rubber picks up pastels, black lead or charcoal. Ideal on tissue thin surfaces.

Save Time and Twine with Eberhard Faber *Rubber Bands.* Strong, clean, dependable, stretch 7 times their length.

EBERHARD FABER

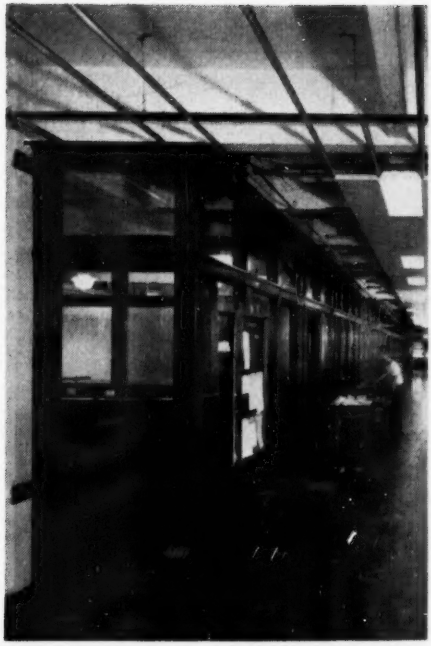
Since 1849

Smoked mirror at one end of the lobby accents length of room and adds a distinctive touch to lobby's decor.

globe is lighted from within by fluorescent tubes and jewel-like dots mark the hundreds of NCR branch offices throughout the world where the firm's cash registers, accounting machines, and adding machines are sold.

Liaison between the company's purchasing department and representatives of other firms has been improved by creation of a salesmen's waiting room at one end of the lobby where salesmen can do paperwork, use the phone or just relax while waiting to see buyers. One of the greatest efficiency gains brought about by the remodeling is reported by the purchasing department. Better con-

Renovation brought better facilities to NCR's office service section. Typing, duplicating and mailing services were improved by consolidation and expansion.



View of a floor in the NCR administration building before renovation (see below).

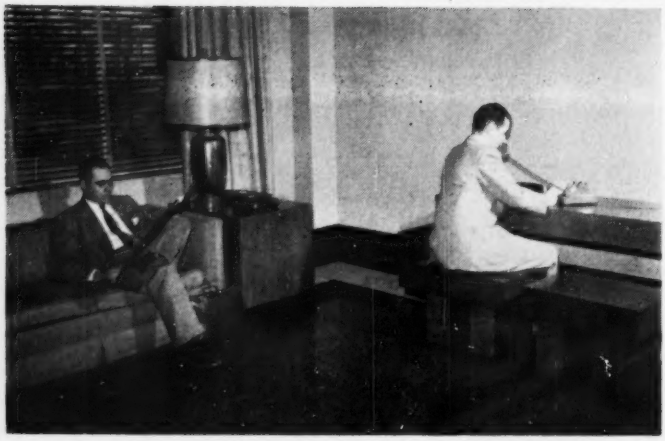
trol has been achieved by consolidation of all purchasing facilities in one area. Each buyer now has a metal desk and table arrangement specifically designed for his own needs, and glazed-rail partitions provide privacy.

The first-floor layout has speeded employment procedure also. By moving its educational-training department next to the employment department, the company has greatly simplified testing procedure and has eliminated the need for guiding prospective employees to various parts of the building. This consolidation has brought about a more normal work flow.

A U. S. Post Office substation which is maintained at NCR also has benefitted from the remodeling. The station was rearranged to give it more operating area, and was provided with new equipment and furniture.

Fundamental in the renovation project was the extensive use of movable 3" flush-type metal partitions, about 9,000 lineal feet altogether. C. C. Prentice, plant engineer, estimates that the cost of future department shifts using these walls will be only about a third as much

Movable steel partitions replaced the wooden ones. Lower ceilings with recessed lighting fixtures also were installed.



Salesmen's waiting room in NCR's administration building is adjacent to the purchasing department. While waiting to see buyers, salesmen can use the phone, catch up on their paperwork or just relax.

as with old-style immovable walls.

Except for the first floor, ceiling height throughout the 47-year-old building has been standardized at 9′ 2″. Metal pan-type acoustic ceiling with recessed fluorescent lighting is used on all floors. A sizable decrease in noise level has resulted, an improvement especially noted in areas where there is much typing and other office-machine use.

Expansion of various departments' floorspace was made possible by moving the large engineering and modelmaking departments into a nearby building which formerly had been used for making paper rolls. The paper operation was transferred to a new plant at Washington Court House, Ohio. Thus it was possible to consolidate all overseas operations handled from Dayton into a single floor of the administration building with substantial increase in efficiency and resultant savings in costs.

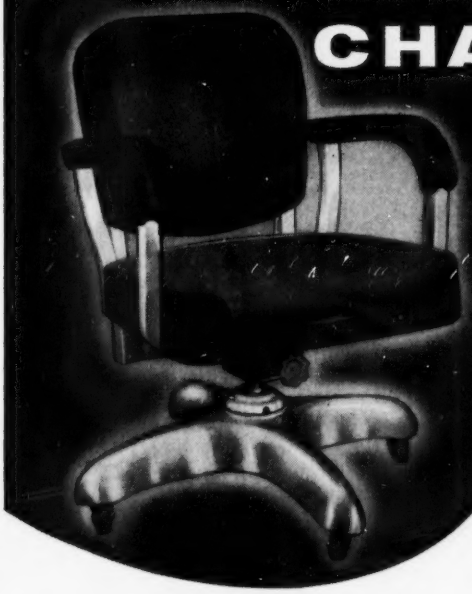
Each buyer now has private facilities suited to his specific needs.

Before the remodeling, the 12,000-volume employees' library was badly taxed for operating space. Through a relocation from the first floor to the second, the library has been able to increase its facilities and still retain sufficient room for a future 20% increase in stack area.

Throughout the building, all cast-iron radiation was removed and replaced by finned radiators with metal covers. This change alone increased available floor space 1,200 sq.-ft. per floor. Pastel green walls, finished with a rubber-base paint, and black baseboards are now standard throughout the building. Rubber tile is used for hall flooring and linoleum for general office areas.

Most of the remodeling work, which was started in 1950, has been handled by company maintenance employees, except for the walls and ceilings which were done on a contract basis. The exterior of the building, which harmonizes in appearance with the other 27 buildings at NCR's Dayton factory, was not altered except for the front entrance doors.

New Crest LINE ALUMINUM CHAIRS



ADD TO YOUR PROFITS with this full line of CRESTLINE Aluminum Office Chairs . . . beautifully designed and finished in a wide variety of leathers, plastics and cloths . . . seating designed for the modern office.

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SECURITY STEEL EQUIPMENT CORPORATION
Avenel, New Jersey

Please send me a copy of the four-color CRESTLINE Chair Catalogue without obligation.

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Firm.....

Address.....

City..... Zone..... State.....

NSOEA'S 50th Anniversary Convention and Exhibit

THE National Stationery & Office Equipment Assn. will be fifty years old in October and its Washington staff under Paul E. Burbank, general manager, is preparing for the greatest convention in the association's long lifetime. The 50th Anniversary Convention and Exhibit will take place at the Conrad Hilton Hotel, Chicago, Sept. 18-22.

On Saturday the 18th, NSOEA will open the greatest exhibit of stationery and office equipment products ever held. Many dealer-members bring their employees to see the exhibit on this day and the show will be open from noon to 9 p.m. There will be a party in the grand ballroom from 9:15 to midnight without charge to all who register for the exhibit only as well as registrants to the full convention. On Sunday, a non-denominational service of worship will be held at 10:45 a.m. under the direction of Fred Smith, vice president, Gruen Watch Co. Exhibits will be open Sunday from 1 to 9 p.m. and there will be a Get Acquainted Tea for the ladies at 3 p.m.

General sessions begin Monday morning. Recognizing the importance of office furniture, Maria Bergson will tell how she had sold office modernization to large and small companies. Will A.

Walter H. Miller

Will A. Foster

Maria Bergson

Douglas R. Stringfellow

NSOEA Convention Program

SATURDAY, SEPTEMBER 18

EXHIBITS open from noon to 9 p.m. in the Exhibit Hall, Exhibit Annex, Exhibit Lobby, and on the 3rd, 5th and 6th floors.
PARTY and floorshow in the Grand Ballroom from 9:15 p.m. to midnight.

SUNDAY, SEPTEMBER 19

NON-DENOMINATIONAL WORSHIP SERVICE: FRED SMITH, *Vice President, Gruen Watch Co.* at 10:45 a.m. in the Grand Ballroom.
EXHIBITS open from 1 to 9 p.m.

MONDAY, SEPTEMBER 20

REPORT OF NSOEA'S PRESIDENT: WALTER H. MILLER, *Otto Ulbrich Co., Buffalo, N.Y.*
OFFICE MODERNIZATION: MARIA BERGSON, *Maria Bergson Associates, New York.*
OPPORTUNITY IS KNOCKING FOR ALERT SALES EXECUTIVES: WILL A. FOSTER, *Vice President, Borden Cheese Co., New York.*
WHY I AM AN AMERICAN: Dr. R. C. S. YOUNG, *University of Georgia, Atlanta.*
EXHIBITS open 2 to 9 p.m.

TUESDAY, SEPTEMBER 21

HOW TO MAKE MONEY IN YOUR BUSINESS: YOUR BANKER—HERBERT A. LEGGETT, *Vice President,* Valley National Bank, Tucson, Ariz. YOUR TAX AUTHORITY—Speaker to be announced. YOUR ACCOUNTANT —JAMES B. KOBAK, *J. K. Lasser & Co., New York.*
THE REBIRTH OF AMERICANISM: Hon. DOUGLAS R. STRINGFELLOW, *Representative, 1st District, Utah.*
EXHIBITS open 5 to 9 p.m.
50th ANNIVERSARY MUSICALE in the Grand Ballroom at 9:15 p.m.

WEDNESDAY, SEPTEMBER 22

PUT YOURSELF IN THE CUSTOMER'S CHAIR: WOODROW SPEAR, *Industrial Office Supply Co., Newark, N. J.*
FOUND—A KEY TO SUCCESS: DELOSS WALKER.
ELECTION of officers.
EXHIBITS open noon to 6 p.m.
ANNUAL BANQUET AND DANCE at 7:30 p.m.

Foster, vice president, Borden Cheese Co., will follow with a stimulating talk on the opportunities awaiting alert sales executives. Paul Burbank believes that Tuesday will be the outstanding day in the history of all NSOEA conventions, with a new procedure for business sessions, an impressive luncheon speaker and entertainment in the evening. In the morning, there will be a work shop for dealers, manufacturers and travelers dedicated to the theme, "How to Make More Money in Your Business." After hearing from Congressman Douglas Stringfellow at luncheon, a second work shop will develop the subject of self-

Dr. R. C. S. Young

Woodrow Spear

Herbert A. Leggett

DeLoss Walker

service store fixtures. A model store will be demonstrated during all exhibit hours. It will contain a full selection of merchandise displayed on modern self-selection fixtures, wall cases and islands. Henry Berry will describe the merchandising principles of his Arc Segment Cases and T. E. McCarthy of National Cash Register Co. will explain check-out procedures used in self-service retail stores. It is the firm conviction of those responsible for this program that no one in the industry can afford to miss the Tuesday morning and afternoon sessions.

The final business session on Wednesday will hear Woodrow Spear who believes that this industry's sales presentations have not kept pace with those of other industries. He will describe his method of selling based on an annual agreement with a customer that the customer is never out of stock and yet never has a burdensome inventory. The convention will end with one of America's great platform artists, DeLoss Walker, whose talk will combine humor, facts and inspiration.

The space available for exhibits has been expanded this year to include a new area on the third floor of the Conrad Hilton Hotel with space for fifty additional booths. The annual banquet on Wednesday night to celebrate NSOEA's Golden Anniversary should be a happy and stimulating event. Preconvention registrations have been pouring in to John Fellowes of Bankers Box Co. who is hotel reservations chairman at 134 N. LaSalle St., Chicago 2. Over 2,000 hotel rooms were reserved by the beginning of last month and only a few of the 455 exhibit booths and rooms were still available. A 50th anniversary can come only once and it comes seldom to trade associations. NSOEA members can well be proud of their association's achievements in the past half-century and look forward with confidence to continued progress in the years ahead. Any member of the industry who is not a member of NSOEA and who would like to attend this outstanding convention can obtain registration information from the organization at 740 Investment Building, Washington 5, D. C.

Henry Berry

James Kobak

Irving C. Folger

T. E. McCarthy

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All-Rite Ink Pencils never fail to start *instantly* — write with clean, sharp lines — make fine carbons, without blurs. Employees like them because they write so easily. Bosses like them because they save employee-time.

Save time — save money — save tempers.

ORDER TODAY from your supplier

$3.00 per single dozen

All-Rite Pen, Inc. • 241 Hudson Street • Hackensack, N. J.

Uses City's Accounting Code For All Purposes

WADE H. HANNAH
City Purchasing Agent, Columbia, S. C.

THE manufacturer and distributor of the latest in equipment must furnish all potential buyers with complete information on his latest device. A municipal purchasing agent receiving this information is faced with a problem of filing this data so that it is immediately available when needed. This problem is acute because the vast range of services offered by the average city requires many varied items to operate these activities efficiently, and new and better products constantly are being offered. The best answer seems to be filing by an arbitrary numerical code with general classifications covering related items. Instead of devising a tailor-made code, for this purpose, we use the one contained in the city's chart of accounts for budget preparation and control.

For expenditures, the classification provides a six-digit number. The first three digits denote the activity, divided into series by departments. Thus, the 100 series is used to indicate General Government; 200 series, Finance Department activities; 300 series, Police Department activities, and so on. There is a further breakdown within these designations. For example, the Finance Department has the following activity designations: 221 Division of Accounts; 222 Outside Auditors; 223 Assessment Division; 224 Treasury Division; 225 (Omitted for future use); 226 Purchasing Division; 227 (Omitted for future use); 228 Division of Water Accounts; 229 Division of Parking Meters.

This same type of division structure is used in all departments large enough to be subdivided into separate administrative units. The remaining three digits in the expenditure classification coding are used to denote the object of expenditure. They are divided by character of expenditure into the following accounts: 100-199 Personal Services; 200-299 Contractual Services; 300-399 Commodities; 400-499 Capital Outlay Items; 500-599 Debt Services.

Of course, the prime purpose of this numerical coding is to provide budget

City of Columbia, S. C.
Objective Accounts

Account No.				
101	Salaries of Regular Employees			
102	Overtime of Regular Employees			
103	Salaries of Extra Help			
104	Fees of Board Members			
105	Election Judges & Clerks			
106	Pensions & Other Claims			
107	Juror Fees			
201	Auditing & Accounting Serv.			
202	Architectural & Eng. Serv.			
203	Appraisal Services			
204	Hospital & Medical Serv.			
205	Other Professional Serv.			

data, financial reports and other fiscal information. However, it covers both the basic division of city activities by purpose and all expenditures by type of goods, so we decided to use it for all coding purposes where it is feasible. We have set up Oxford Pendaflex folders for each of the classifications by object of expenditure so that catalogs covering each class of commodity are now available in one folder. As a folder becomes too heavy, the object account receives a further breakdown with a folder showing the regular object account but with the further designation that the information in the folder covers only one phase of a particular class. Thus, folder number 434 is headed "Road Machinery, Tractors, Trailers", etc., and there are several supplementary folders following this, carrying such designations as: 434 Air Compressors and Air Tools; 434 Crawler Tractors and Equipment; 434 Cranes, Draglines and Shovels; 434 Motor Graders; 434 Scraper Pans; 434 Street Sweepers; 434 Wheel Tractors and Equipment.

In addition, our bids and requests for quotation are coded by fiscal year, object account and serial number. Thus, bid number 53-313-2 indicates the second bid taken on uniforms during the fiscal year 1953-54.

We have used the activity designations as the first three significant digits in our automotive equipment inventory, assigning serial numbers at the end of the activity coding. These numbers are posted permanently on the dashboard of each city vehicle by the use of decals so that the number is before the driver at all times. This has proved to be superior to any other coding system because the number of the vehicle on filling station tickets or repair orders now automatically shows the budgetary account to which charges for gasoline, oil or repairs are assignable.

For the future, we plan to apply our chart of accounts to any use where an arbitrary numerical code is necessary and it is applicable because we have

CITY OF COLUMBIA, S. C.

ACTIVITY ACCOUNTS

GENERAL FUND	
	GENERAL GOVERNMENT
110	Mayor, Council & Executive
130	City Recorder
	FINANCE DEPARTMENT
221	Accounting
222	Auditing
223	Assessment
224	Treasury
226	Purchasing
228	Water Accounts
229	Parking Meters
	OTHER STAFF AGENCIES
240	Legal
251	Civil Service Commission
	POLICE DEPARTMENT
310	Police Protection
320	Traffic Signs
400	Fire Department
	PUBLIC WORKS DEPARTMENT
510	Administration & Engineering
521	Traffic Signals, Fire Alarm & Radio
522	Inspections
531	Maintenance of Streets
532	Major Street Improvements
533	Street Lighting
534	Tree & Forestry
540	Sanitation
541	Street Cleaning
542	Sewers
543	Storm Drain Construction
551	Garage & Filling Station
561	Water Plant & Purification
562	Water Distribution Maintenance
571	Public Buildings
600	Health Department
650	Civil Defense Department
660	City Planning Department
	PARKS & RECREATION DEPARTMENT
710	Recreation & Park Maintenance
720	Maxcy Gregg Swimming Pool
730	Drew Park Swimming Pool
790	Debt Service
	NON-DEPARTMENTAL
800	Elections
810	Judgements & Settlements
820	Columbia Museum of Art
822	S.C.A.M. Society
823	S.P.C.A.
825	Community Promotion
830	State Retirement
831	General Insurance
850	Contingent Account
860	Non Expense Disbursements
870	Contribution to Airport Fund
871	Contribution to Central Stores Fund

Master numbers in the code.

Valuable papers, confidential records and important documents . . . they're all safe when they're locked-up tight in an Invincible Concealed Safe Unit, with its exclusive 3-point locking combination lock. Yes, this is the original concealed safe unit that doubles as an attractive filing cabinet and a secure place for your valuable belongings. See it today at your office equipment dealer's.

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Choice of letter or legal size with or without general lock for file drawers.

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Manitowoc, Wisconsin

found that it takes a great deal of time to devise a new code (although a complete tailor-made code might be more desirable); we have no problem of different code numbers for the same things and the employees, being familiar with present codings, have no difficulty with new applications.

Theft Control Programs

THEFT CONTROL programs in business firms place more emphasis on prevention of theft than on apprehension and prosecution of thieves, according to the practices of 100 manufacturing firms cooperating in a study on industrial security recently completed by the National Industrial Conference Board. Although theft is not a major industrial problem, most of the reporting companies said it is a troublesome one and have adopted programs to discourage pilfering of company property and to protect employees against loss of personal property. Most companies reported that this moderate type of program does not incur employee or public resentment.

Many that participated in the survey pointed out that they actually do not know the amount of their losses because tight control systems would cost more than the value of the goods recovered. They believe that losses, except in rare cases, are very small. All but a few companies said they would search lockers when the need requires it. On the other hand, only about 50% of the companies reported that they do search or would search employees' persons or homes. Almost all of these firms secure written permission to carry out such searches. Cooperators emphasized that they search employees only in the most compelling circumstances and where evidence of stolen property on the individual's person is beyond question.

About half of the reporting companies stated that, as a general rule, they would not prosecute employees guilty of theft, while the other half stated that they do or would prosecute in major cases or if the circumstances warranted it. Those who do not favor prosecution in any instance feel that dismissal is sufficient punishment. Furthermore, prosecution cases can result in bad publicity for the company and, if unsuccessful, may lead to false arrest charges and damage suits.

Some companies reported they have reduced pilferage of hand tools and small power tools, which make up the greatest theft losses, by lending small tools to employees for home use. These tools are usually charged out of the master tool crib for a stated loan period (often a weekend) and a written package pass is issued for their removal from the plant.

Nearly all of the companies surveyed have a package control system for inspection of all parcels being taken off the premises. While some systems are informal, the majority require written approval by designated members of supervision before either personal or company property is removed. Vehicle control systems are also used to prevent illegal removal of company property. Some of the procedures used by firms include escorting incoming and outgoing trucks, limiting the number of gates used for traffic, using written pass systems for vehicles and their contents, and physical inspection or thorough spot checks of incoming and outgoing shipments.

The theft prevention programs studied by the board also center around a variety of other activities. These often include employee education programs, alerting supervision, locker and lunch pail inspections, and maintaining a good central lock and key system.

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Forms Distributors' 9th Annual Conference In Colorado Springs, September 25-29

WILLIAM ASHBY
2nd Vice President

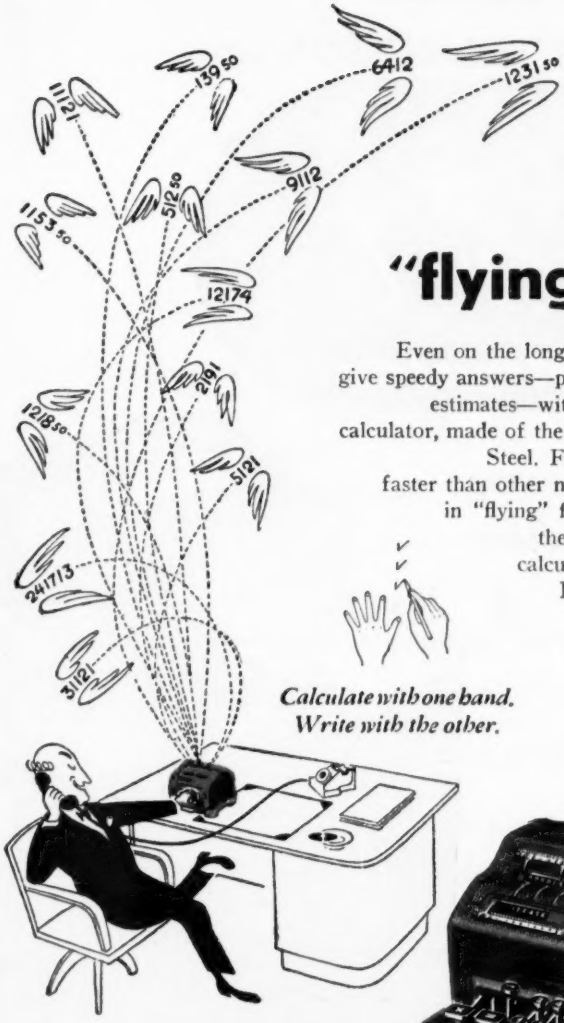
W. ROY HARRIS
Treasurer

PLANS for the most successful conference in their history have been made by National Business Forms Associates at the Broadmoor Hotel, Colorado Springs, Sept. 25-29. The organization's members are dealers and distributors of business forms and systems, operating in practically all key cities of the country. More than ever before, the program will indicate an interest in top level speakers and more complete displays of products by independent forms manufacturers who will attend the conference.

C. E. Cooley is lining up a group of qualified speakers and experts to present constructive ideas on how members can increase their national sales, im-

(Continued on page 116)
SEE CONFERENCE PROGRAM ON PAGE 115

F. J. RING
Secretary



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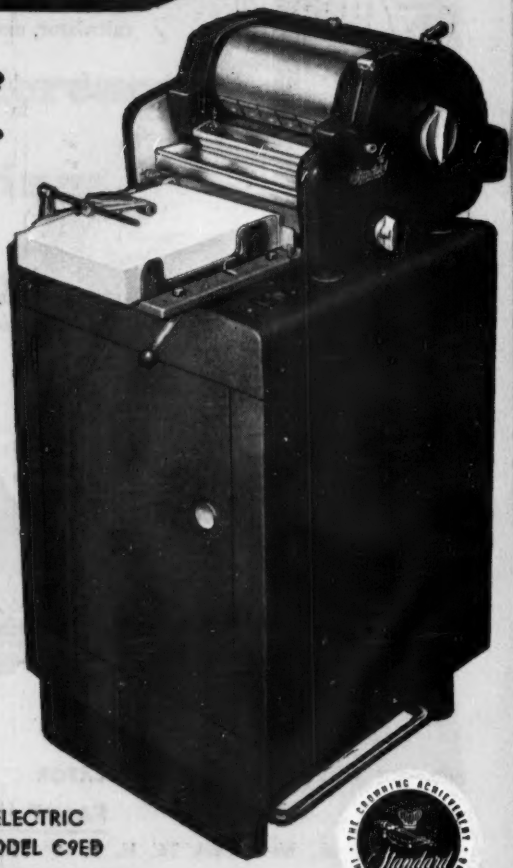
with New De Luxe Ream Feeder



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- Duplicated fill-in registers perfectly with record printed form
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MODEL C9ED

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Everett 49, Massachusetts

THE CROWNING ACHIEVEMENT IN FLUID DUPLICATING — Standard

Standard Duplicating Machines

NBFA Conference Program

SUNDAY, SEPTEMBER 26

Registration.
Board of Directors Meeting.

MONDAY, SEPTEMBER 27

8:30 a.m. Business Session and Seminars.
1:00 p.m. Luncheon.
1:30 p.m. Golf Tournament.
Manufacturers Exhibits Open.
7:00 p.m. Chuck Wagon Dinner.

TUESDAY, SEPTEMBER 28

8:30 a.m. Business Session and Seminars.
1:00 p.m. Luncheon.
1:30 p.m. Manufacturers Exhibits Open.
6:00 p.m. Manufacturers Joint Hospitality Hour.
7:30 p.m. Annual Banquet.

WEDNESDAY, SEPTEMBER 29

9:30 a.m. Business Session.
10:30 a.m. Installation of Officers and Directors.

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Economy

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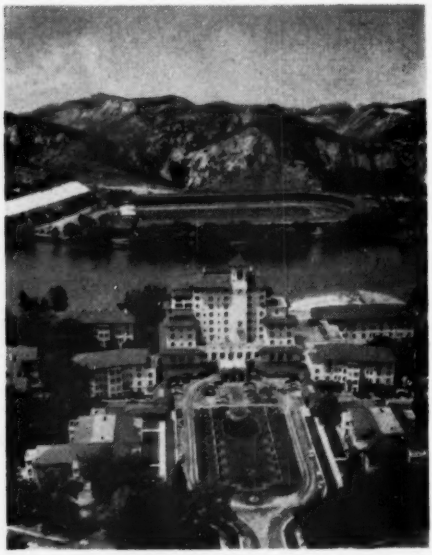
prove their customer servicing and build better manufacturer - member relations. There will be a seminar sponsored by the Samas Punched Card Division of Underwood Corp. and conducted by Harry D. Heaps, Philadelphia branch manager. E. W. Fireoved of Fireoved & Co., Philadelphia, who has had wide experience in the manifold book field, will present, the modern, organized method of selling manifold books.

Other program features will include talks on such subjects as administration planning by Roy Harris, Washington, D. C.; product research by J. Harris, Davenport, Iowa; industry research by Ray Arnell, Minneapolis; advertising planning by Gil Heiser, Sunbury, Pa.; personnel problems and planning by Bob Stratton, New Haven, Conn. An open discussion will follow each subject. The conference program appears on page 115.

Information on membership can be had from F. J. Ring, National Business Forms Associates, Room 310, 8 S. Dearborn St., Chicago 3.



Broadmoor Hotel, Colorado Springs, site of the 9th annual NBFA Conference.

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"One of America's largest shoe manufacturers"

"Our 24 National Accounting Machines and 105 National Adding Machines play a vital role in the operation of our expanding business. We use Nationals for payroll accounting, accounts payable, check and voucher writing, accounts receivable, general ledger, sales analysis and other accounting and figure work.

"Nationals save us $60,000 a year, which repays us their total cost every 11 months, an annual return of 110% on our investment.

"In addition to saving us money, Nationals have given us many years of consistently good service."

H B Hall *Treasurer*

In all sizes and kinds of business, Nationals pay for themselves out of the money they save, then continue savings as annual profit. Nationals do up to ⅔ of the work automatically. Your nearby National representative can show how *you* will save with Nationals.

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Cuts Errors and Absences

G. B. GRIFFITHS

Resident Manager, Liberty Mutual Insurance Co., Washington, D. C.

INCREASED efficiency with greater attention by our personnel to quality and quantity of output have resulted from some office procedures we have introduced. Aware of the importance of accuracy in typing up a claim, and the amount of delay and inconvenience one wrong number can cause, we have always selected personnel carefully. We check performance to place those persons with a natural bent for precision and accurate detail in the type of work for which they are best qualified.

Two years ago, however, we made a point of recording number of errors per 100 cases for each typist. Keeping daily records, we encouraged those whose work indicated improvement and pointed out need for improvement to others. We stimulated a little competitive spirit among our 24 typists by going among them from time to time and inquiring how many errors they had made in a month. We showed them what happened when a single number was typed incorrectly in a workmen's compensation claim, for example; how all information that followed was thrown off all along the line right down to the home office. Reports to the rating bureau had to be recalled as a result of error and the cycle of work started all over again.

Errors were cut when greater effort was put into accuracy. In the first six months of this year our office recorded one of the top performances in the middle Atlantic region with 1.3% errors per 100 cases as against 11% for the corresponding period of 1953. While typing tests for job applicants and three-month trial periods are still in effect for typist clerks, we believe the competition initiated among the person-

Photo taken at one plant of the Pioneer Ice Cream Div. of The Borden Co.

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nel has helped reduce the number of errors. Careful proofreading of all typed claims has also contributed to greater accuracy. An award of a $5 dinner to the employee with no errors in any month has been made on two occasions.

We found that greater care and accuracy did not cut down quantity of production. We cannot permit our daily paperwork to fall behind without getting into trouble. Within three weeks after date of injury on a workman's compensation claim, all clerical work and investigation have to be completed. Holding any claim more than three days would slow down the processing sequence.

A receptionist proofreads all typewritten material in her sparetime and makes a record of the errors she finds.

We also instituted a very simple and effective procedure to reduce absenteeism. We used to have an average of 21 absences a month in our office staff of 24. Feeling that this was far in excess of normal needs, we announced at a meeting one morning that an employee intending to be absent was to call her supervisor, not the telephone operator, and report her absence by 8:30 a.m.

If she was too sick to talk to her supervisor, it could be assumed she was under a doctor's care. On her return to work the ruling required her to re-

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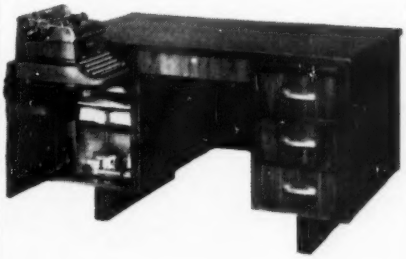

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port at once to her department manager, and that meant the *manager* of the claims department, engineering department or sales department. He would inquire into her illness to learn what assistance the company could be to help her with her medical problem. Absences dropped from 21 a month to seven in June and five in July.

We feel that we want to reward our dictating machine operators with salary increases in accordance with the quality and quantity of their output. We observe the number of minutes of dictation processed by operators as an index of their readiness to move from junior grade salaries to senior grade. When a junior grade operator reaches a weekly output of 400-450 minutes of dictation, she is ready for a salary increase. This does not include work that has to be redone.

Here a supervisor stops by to encourage a dictating machine operator and to learn how close the transcriber is to having "No Errors a Month."

By this time she must prove her versatility to handle dictation in various departments. Learning to do everyone's dictation well, whether it is in the claims, loss prevention, sales or management departments, is a requirement affecting salary increases. An all-around operator increases her value to the company when she can fill-in on other people's jobs during vacations, absences or

The Entire Mechanics of Liquid Ink Eradication has now been Revolutionized!

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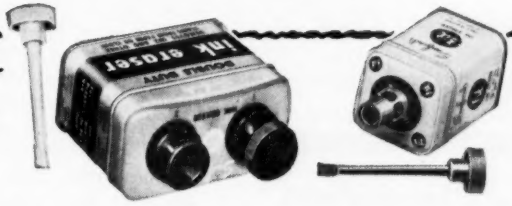

NEW SPILL-PROOF BOTTLE

Now available are two completely new and important improvements in packaging of ink eradicators. A new type applicator made of polyethylene and a spill-proof bottle. It is the first combination stopper and applicator to be completely unaffected by the fluid. The new spreader is shaped like a miniature oar. The tip has fluted sides. This permits the applicator to pick up the desired amount of fluid and controls the flow onto the paper.

Both fine line and broader surface ink erasing are made possible through the use of the oar-shaped applicator with thin edge and flat sides. The thin edge is used for erasing fine lines and the flat surface for eradicating over a larger surface.

The bottle is of a new patented construction which permits withdrawal of the desired amount of fluid on the applicator, but acts to prevent spillage so effectively that even if the bottle is knocked over violently, only a few drops could spill out of the mouth of the bottle.

Sanford's two-solution ink eraser is widely used in offices because it also removes colored ink and is effective on either cloth or paper.

These new developments now also come with X-it, the one solution Sanford Ink Eradicator. X-it like Sanford's Two-Solution Eradicator has a square-shaped metal container surrounding the bottle, thus giving constant protection from light. This outer container does not have to be removed. The stopper is always available because of the opening in the top of the metal container and therefore permits erasing in 3 moves instead of 5 or 7.

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peak periods.

We do everything we can to encourage an operator to improve performance by evaluating her work, showing her where improvement is needed, commending her when she works well. Conferences take place frequently between supervisor and operator. A divisional training supervisor visits our office periodically and studies employee performance to help bring quality and quantity up by making recommendations. Of six junior grade part-time operators employed over the last eight-year period, three achieved senior grade standards of performance. These are a few of the gains we have made in our effort to increase employee efficiency.

NEW BOOKS

(Continued from page 67)

ELECTRICAL OPERATION HEADACHES: HOW TO CURE THEM AND PROFIT. B. Eichwald & Co., 237 East 39th St., New York 16, 16 pp., Free.

Describes the symptoms and remedies for electrical failures in offices and give suggestions on how to prevent power troubles by proper maintenance.

A NEW FORCE IN CORPORATE GROWTH by Bertrand W. Hall. Lind Bros., 121 Varick St., New York 13, pp. 23, $1.

The increased number of small investors has increased the importance of financial public relations, according to the author who briefly explains the need for special corporate programs directed to stockholders. He outlines a program of "listening" as well as "telling."

PERSONALITY AND HUMAN RELATIONS IN BUSINESS by Louis A. Rice, Amedeo G. Sferra & Mary Elizabeth Wright. McGraw-Hill Book Co., 330 West 42nd St., New York 36, pp. 202, $2.60.

A text-workbook which shows how the student can improve his own personality to help him in his business relations with others. Half the book consists of problems and exercises. Poor self-management, rather than lack of skill, is said to be responsible for most job failures; so this subject is as important as any other in business training.

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Building of American Sterilizer Co., Erie, Pa., showing third-floor office addition.

Adds Office Story to Plant

WALTER RUDOLPH

FACED with the double-barreled problem of consolidating office facilities while obtaining more factory space, without "spreading out," American Sterilizer Co., Erie, Pa., went straight up over a two-story wing of its plant. The new office area was built on a roof, roughly 100 x 150 ft. While gathering together office personnel and executives from three different factory locations, the new facilities boast one of the first electric air filters (coupled with complete air conditioning), and the first installation in the area of a type of double-window, vaned sash more common in southern states.

"We think these factors, coupled with other interesting features, give us one

Interior view of the office floor showing vanes outside windows to control light and inside temperature.

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of the most practical and interesting offices in the country," said B. J. Walker, plant engineer. "To start with, we built over a roof with a slight pitch, using Robertson Q-ducts, hollow continuous channels, with an open channel every 18″ for carrying telephone, intercommunication and power wires. There's an empty space between the old roof and our present floor of about 1½ ft."

To give strength, with lightness, exploded concrete was poured for the basic floor on the duct work. Mastic ⅞″ thick covers the concrete, and plastic tile in the lavatories, and asphalt over other areas, completes the build-up. Regular brick, steel and glass facings are on three elevations, while the fourth joins the old third floor and a utility area housing machinery, lavatories and so forth. The roofing is insulated, hollow cube type, backed with glass wool, and then with a regulation build-up of felt, tarpaper and gravel.

"The electric air filter gives us—we hope to show over a period of time—more healthful working conditions, while reducing janitorial service," stated R. P. Martin, office manager. "All office working areas are cleaner and more utilitarian, while redecorating costs will be minimized with the automatic removal of dirt, dust and soot from the air before it reaches us. Of course this clean air will be welcomed by all personnel with desks and papers that could get dirty."

Slim-line, high-voltage fluorescent lights are recessed in the ceiling, units being 96″ in length, and footcandle distribution being 50 in the main office area and 75 in engineering. The double-glass windows circle the office almost completely and have vanes for controlling and distributing outside light.

"We have a 'sun condition,' you might say," explained W. S. Yahn, general manager of American Sterilizer, "and these windows and vanes help us control it. We're unique, being an office on a third floor up here, and several

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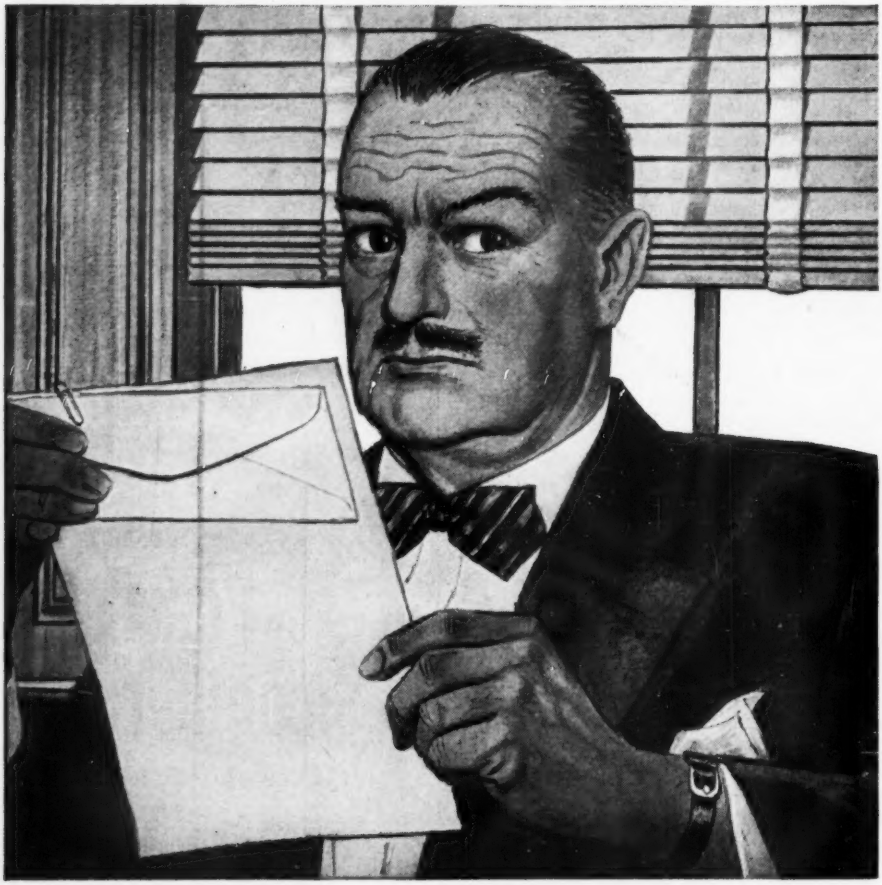

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What do new Royal Standards give you? They increase typing production, turn out letters you'll be proud to sign, and memos and reports worthy of your business.

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Besides, Royals are the finest, most rugged precision writing machines built. They take less time out for repairs, too.

An added point is this: Royals are preferred 2½ to 1 in business by people who type. So, you're providing your folks with the popular typewriter.

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companies have visited our new facilities and studied the situation for their own interests."

The "sun condition" arises from east and west elevations, the length of the office area. To control outside light, there are horizontally - regulated vanes about a foot in width and five feet in length, installed along the east and west windows the length of the building. On the north, where the sun doesn't pose such a problem, the outside vanes are more or less fixed vertically.

To approach the ideal in interior temperature control (along with good lighting), convector radiators are installed along east and west walls beneath the windows. While the regular, large office areas have their temperature regulated by thermostats properly placed therein, and operating the air-conditioning equipment, the wall radiators are turned on only when outside thermometers indicate the office walls are below normal temperature in the winter. Thus workers along the windows feel no cold from the wide expanse of glass, because of automatic radiator regulation depending upon outside temperature.

The vanes in the summer contribute to interior coolness as well as lighting. American Sterilizer considered venetian blinds as an alternative to the present vanes, but the former were thought too cumbersome while posing another janitorial problem in maintenance. The vanes are controlled, east and west, by hand cranks at regular intervals along the sash.

Executive offices, partitioned off from the remainder of the office area, feature split-sheath paneling, on canvas back, applied like wallpaper, and special "high-red" lighting brings out this paneling handsomely. The ceiling over the entire office area is of perforated, acoustical metal squares.

American Sterilizer was able, with the new facilities, to put into practice several needed, practical innovations lacking heretofore. The biggest in impor-

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American Sterilizer's office manager, R. P. Martin, using intercom.

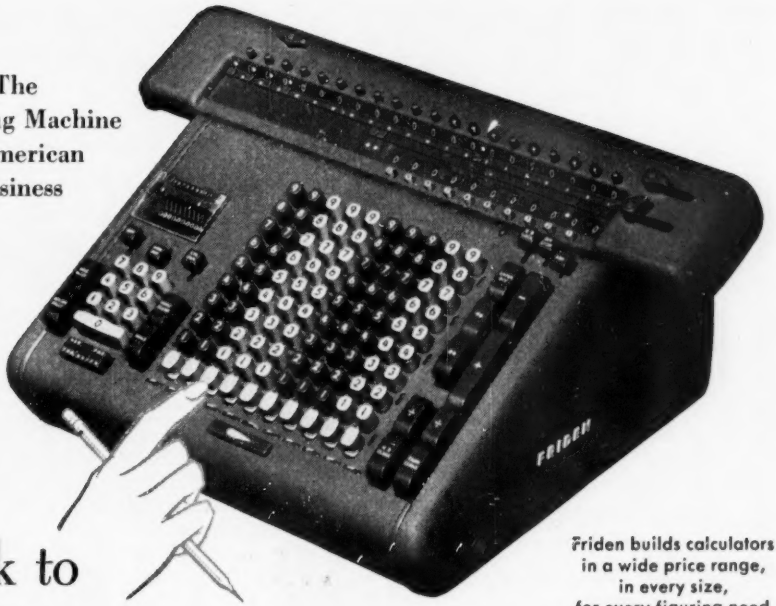
tance, it is felt, is an intercommunication system with some 23 units, eliminating a good deal of switchboard work and more closely coordinating all office work. All departments are closer, physically, and with the intercom.

All desks and files not new were repainted to tie in with an overall gray color scheme. Quite a few new pieces of equipment and furniture were added, to promote efficiency and comfort. The office stockroom is now more consolidated and delivery of supplies from receiving to stock is simplified.

To the casual visitor or observer, perhaps the most noticeable feature of the new office is the lobby, at one corner of the plant on the first floor. An all-glass, double entrance welcomes you. On the left, when entering, is a mural depicting medical surgery through the years. A large receptionist's desk and switchboard, shaped something like an artist's palette, is at the right rear. The remainder of the lobby area is given over to comfortable and durable chairs and lounges, with lamps, ash trays and tables suited to an atmosphere of sociableness. An automatic passenger elevator deposits visitors at the end of the office nearest the executive quarters.

The new facilities (building and equipment) cost in excess of $200,000 and company officials on the whole are enthusiastic about their new home.

The
Thinking Machine
of American
Business



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LESLIE H. MATTHIES
Vice President, Los Angeles Chapter, Systems & Procedures Assn. of America

SOMETIMES little things in systems work will bear analysis that can achieve rather startling savings. Take the transcription of a few items of data.

During a systems survey for a large manufacturer, an analyst designed a form that carried 35 items of data. An operating supervisor noticed a blank space on the form draft and asked for three additional items of data because, he said, "I might want that information sometime."

The local plant alone used over 4,500 of these forms each month. The analyst figured that these three extra items would require extra work of writing, carrying, checking and posting 13,500 extra items per month! That was over 160,000 items a year, *extra*. On the writing alone, each item required six typewriter strokes. This would consume an *extra* 960,000 typewriter strokes in a year.

By now the analyst was certain that those extra items were not going on the form, but just for the sake of research, he decided to run the implications down a little further. He found that the activity on this one form was just the beginning. This information was copied onto 16 other forms before the systems cycle reached completion. Some of these other forms were action forms, some were reports, while others were records.

The clerks along the way had no way of knowing that these extra three items were not particularly useful. They would copy the three right along with the other data.

The analyst figured *all* the keystrokes necessary on *all* forms that the "extra" three items would be copied to, and came up with an annual total of 610 extra work hours. The extra keystrokes

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Guaranteed by Good Housekeeping

The patented AIR VALVE is an exclusive INK-N-TROL feature—no other ball pen has it. It corrects the glaring weaknesses of other ball pens—short lived ink cartridges, clogged ink and inability to write flexibly and fluently in EVERY position.

INK-N-TROL is sleekly modern—a precision writing instrument, built for sturdy serviceability. In a wide range of colors. By far the most efficient office pen.

Your stationer or office-supply house has it.

ONLY $1.69
YEAR'S SUPPLY PATENTED REFILL Only 49¢

*T.M. REG.

Universal Pen Company
146 West 26th St., New York, N. Y.

How to cure mail advertising headaches-

Save $$$ for only 25c with

COLUMBIA ENVELOPE KIT

Plus Mailing Cost Calculator

QUICKLY SHOWS:

- **Cost of any direct mailing**
- **Cheapest method of handling**
- **Cost of production and mailing**
- **12 ways to improve results**
- **Proper envelope selection**

Another Columbia feature, the *Aristocrat Side Seam Envelope*, permits printing entire back of the envelope without seam interference. Columbia's design studio and complete manufacturing facilities assure speedy delivery of orders in any style, color or size, tinted, striped or embossed.

COLUMBIA ENVELOPE CO.

2013 N. Hawthorne Ave., Melrose Park, Ill.

Specialists in Envelopes Since 1911

COLUMBIA ENVELOPE COMPANY

Columbia Envelope Co.

2013 N. Hawthorne Ave., Melrose Park, Ill.

I enclose 25c. Please rush new Kit and Calculator

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

at *all* plants of the company would be 4,270,000. All this would cost the company an extra $6,075 a year.

You and I could question just how he did arrive at some of the figures. Maybe they were less, maybe they were more than he figured. The main point of his research is: transcriptions are costly. Those three little items that somebody "may want sometime" look so easy to get. They look so innocent, so cheap. Why worry about them? Let the fellow have them.

Because he knows better, the systems analyst should question every item of data that he proposes to carry through the system: Is it really essential? What is it used for? Should it really be included on this form?

"I might want it sometime," is not a good enough reason for carrying systems data. Let's keep this in mind when we feel a form coming on.

National Conference & Exhibit Calendar

American Statistical Assn., Mount Royal Hotel, Montreal, Sept. 10-13.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 18-22.

National Business Forms Associates, Broadmoor Hotel, Colorado Springs, Colo., Sept. 25-29.

Life Office Management Assn., Shoreham Hotel, Washington, D. C., Sept. 27-29.

National Business Show, 69th and 71st Regiment Armories, New York, Sept. 27-Oct. 1.

Controllers Institute, Edgewater Beach Hotel, Chicago, Oct. 10-13.

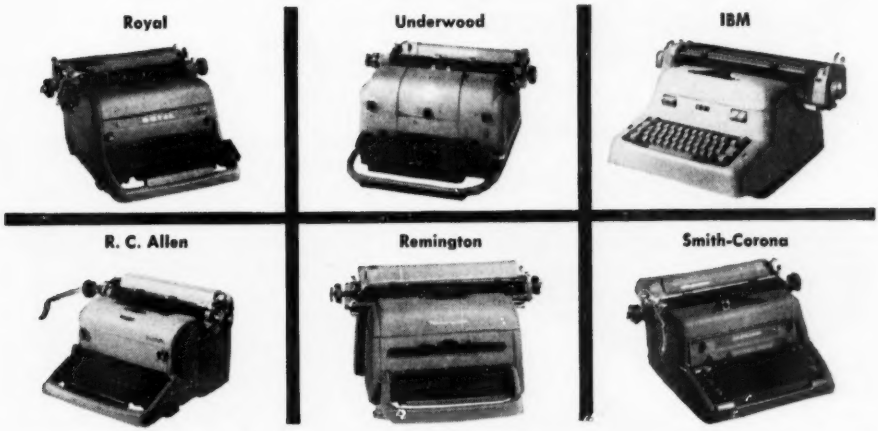
National Institute of Governmental Purchasing, Statler Hotel, New York, Oct. 10-13.

American Bankers Assn., Atlantic City, N. J., Oct. 17-20.

Office Management Div., American Management Assn., Astor Hotel, New York, Oct. 20-22.

(Continued on page 140)

If you own any of these Typewriters . . .



. . . Auto-typist can turn it into an Automatic Typing Machine

The Auto-typist will turn any office typewriter into an automatic letter-writing instrument. It will enable a typist to turn out 100-125 average-sized letters a day per unit. One operator can easily handle four or five Auto-typist units.

Automatic typing will slash your office correspondence costs. With well over half of business letter volume falling into the routine category, the Auto-typist method of precomposed letters or paragraphs offers a definite saving to every cost-conscious organization.

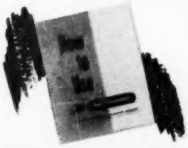
Models for Every Size Office

Auto-typist

World's Largest Manufacturer of Pneumatic Typing Machines

write today

for Information About Automatic Typing, and How It's Used Today



American Automatic Typewriter Company
Dept. 59, 614 N. Carpenter Street
Chicago 22, Illinois

Name .....

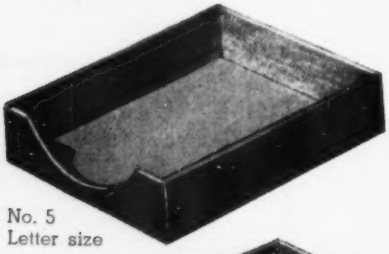
Company & Title .....

Address .....

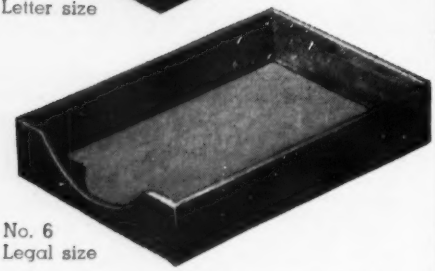
City ..... Zone ..... State .....

DORO

Continued demand by dealers has added letter size and legal size desk letter trays to the quality line of DORO office furniture.



No. 5
Letter size



No. 6
Legal size

. . . with full green felt bottom, finished in oak, walnut and mahogany.

- Desks
- Sectional Bookcases
- Tables
- Costumers

Write for free catalog and price list to:

DORO MANUFACTURING COMPANY
220 WEST INSTITUTE PLACE
CHICAGO 10, ILLINOIS

or see us at

SPACE 602A

at the NSOEA convention
September 18th-23rd

(Continued from page 138)

American Institute of Accountants, Waldorf-Astoria Hotel, New York, Oct. 17-21.

National Assn. of Bank Auditors & Controllers, Fairmount Hotel, San Francisco, Oct. 18-21.

Systems & Procedures Assn. of America, Commodore Hotel, New York, Oct. 25-27.

Industrial Management Society Time & Motion Clinic, Sherman Hotel, Chicago, Nov. 10-12.

Checksigning

(Continued from page 86)

Transactions usually call for numerous supporting papers as a basis for checksigning. Meeting the primary demands of safe and speedy handling of checks must include: protection from forgery, best signature on every check, speedy signing, economical signing, foolproof control.

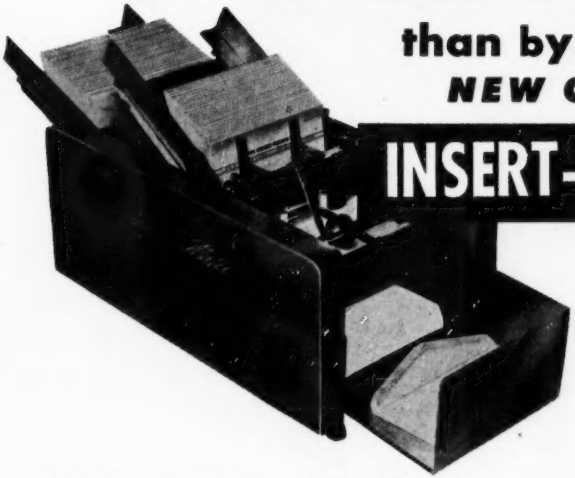
It is possible today for an office to sign all checks in minutes which would take a person an hour to sign by hand. The average businessman can sign about 250 checks an hour: the responsible executive who signs checks may now have complete lock and key control. Should he so desire, the signature plates may be removed from the machines at completion of any signing operation. The responsible signer may carry his plate with him and lock it up in his desk or private safe. Machines lock with two separate keys and, with signature plates removed, cannot be operated until both keys have been inserted and turned, like going into a safe deposit box in a bank vault.

Dating of checks can be provided for in this simple process to greatly contribute to the speed, accuracy and completeness of the operation. A machine also counts the checks as it signs them and, if a predetermined number of checks is to be issued, the counter on the machine provides a back-check of

STUFF ENVELOPES 5 TIMES FASTER

than by hand with *NEW COMPACT*

INSERT-O-MATIC



MODEL 51
$795.00
complete
plus taxes

Save Time . . . Money . . . Labor—Mailings go out on time . . . and you save while doing it . . . when you use INSERT-O-MATIC. No more costly bottlenecks that mean overtime . . . no more staying late to get mailings out . . . no more frayed tempers.

Inserts 3,000 Pieces per Hour — Several pieces, after being collated, can be inserted into any #6 to #10 stock envelope, including odd sizes or window styles.

These Features Save You Time and Money

1. Automatic check detector guarantees single check insertion.*
2. Can't damage enclosures.
3. Entirely automatic.
4. Easy to operate.
5. Fast, efficient, fool-proof.
6. Inserts 1 to 6 folded sheets with or without staples.
7. Compact . . . uses less space than a duplicator.
8. Automatic flap opener.

* Check detector, sealing and flap closing attachments available.

PRINTING DEVICES, INC.
1707 North 25th Avenue • Melrose Park, Ill.

Easier to Use Than a Duplicator—Any office girl can operate the INSERT-O-MATIC and replace slow, costly inserting by hand 5 times faster and with greater accuracy and neatness.

Send coupon today and learn how you can get mailings out 5 times faster than costly, time-consuming hand stuffing.

FREE BROCHURE

Printing Devices, Inc.
1707 North 25th Ave. Dept. O-9
Melrose Park, Ill.

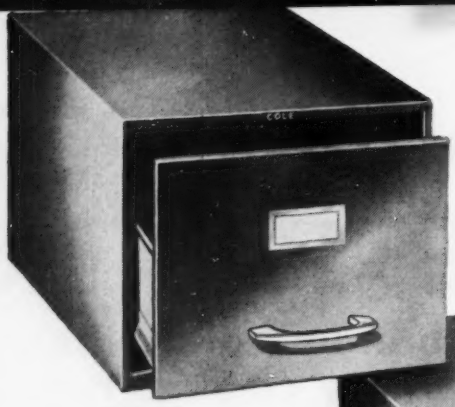
Please send me your FREE BROCHURE—"Does the work of 5 girls."

Name_____

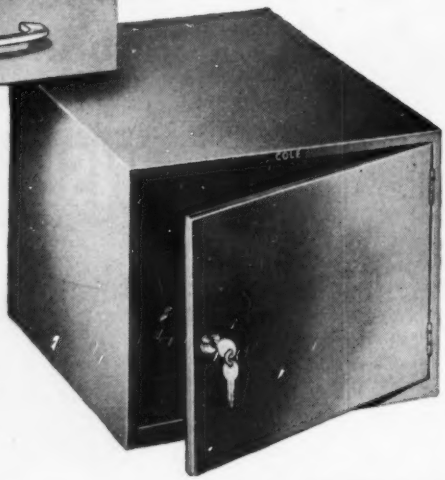
Company_____

Address_____

City_____ Zone____ State_____



COLE'S



ONE DRAWER letter file with spring compressor. Smooth gliding, roller bearings. 14¾" w., 12½" h., 16" d. No. 111, **$12.50**

Legal size. 18¾" w., 12½" h., 16" d. No. 222 .....**$14.50**

SAFETY CABINET built of heavy gauge steel. With lock and key. 14¾" w., 12½" h., 16" d. No. 121 .....**$12.50**

Jumbo-size 18¾" w., 12½" h., 16" d. No. 151 .....**$14.50**

No. 700. Letter file. 14¾" w., 30½" h., 16" d. **$30.25**

No. 701. Legal size. 18¾" wide. **$34.65**

No. 702. Letter file plus 4 x 6 card file. 14¾" w., x 36¾" h., x 16" d. **$37.45**

No. 703. Legal size with 5 x 8 drawers. ...**$44.25**

No. 704. Letter file, and safe unit. 14¾" w., 30½" h., 16" d. **$30.25**

No. 705. Legal size. 18¾" wide. **$34.65**

No. 706. Letter file, safe and 4 x 6 drawers. 14¾" w., x 36¾" h., x 16" d. **$37.45**

No. 707. Legal size, with 5 x 8 drawers. **$44.25**

Colors: Olive green or Cole gray finish.

LOCKS for all units on these pages, $2.10 per drawer.

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17 N. Y

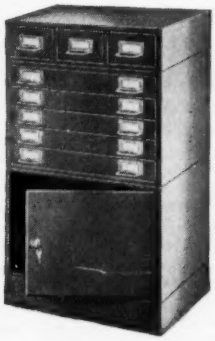
"Interlock" SYSTEM

The cabinets illustrated on this and the opposite page represent only a few of the combinations made to meet your own particular needs. They can be interlocked with standard 3x5, 4x6 or 5x8 card cabinets. Cole's "Interlock" units are small enough to fit into any closet or corner, yet large enough to house any filing system.

PRICES SLIGHTLY HIGHER IN TEXAS, COLORADO AND WEST OF THE ROCKIES.

No. 708. Letter file with "legal blank" drawers, 14¾" w., x 30½" h., x 16" d. **$31.50**

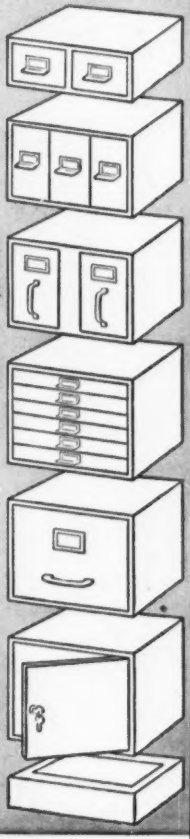
No. 709. As above but "legal size" width. **$42.95**



No. 710. Double "legal blank" drawers, 3 x 5 card files, plus safety unit. 18¾" w., 35½" h., 16" d. **$54.95**

ADD-A-SECTION

Cole's popular interlocking units will save you time and valuable space. Designed so that you can build your own filing system to suit your particular needs. These are all 16" deep, 14¾" wide (letter size).



CABINET for 4x6 CARDS
No. C3462 **$7.20**

CABINET for 6x4 CARDS
No. C3364 **$20.00**

CABINET for 9x6 FORMS
No. C3962 **$19.20**

'LEGAL BLANK' Cabinet
also used for stationery and office forms
No. C166 **$12.50**

LETTER SIZE FILE
No. 111 **$12.50**

PRIVATE SAFETY Cabinet
No. 121 **$12.50**

SANITARY BASE
No. 111B **$6.25**

SEND FOR COLE'S LATEST CATALOG

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

We're CONVENTION BOUND

We're the FRANKEL Klean Write PRODUCTS

We'll be looking for you in Chicago . . . AT BOOTH 42!
Please look for all of us, too!

Yes, and once you see and try the complete FRANKEL line, you'll know why the name "FRANKEL" means top quality. For almost half a century, FRANKEL'S pioneering and research have made the FRANKEL products the finest in the field, with top national acceptance and use! FRANKEL'S pioneering dates back to 1906, and since that time, FRANKEL was one of the first to pioneer pure silk typewriter ribbons. In 1923, FRANKEL pioneered protein stencils . . . in 1928 FRANKEL pioneered the printing of the scale on top of the stencil instead of on the back . . . In 1930, FRANKEL pioneered the crystal (film) stencil . . . now, the ATOMIC GREEN STENCIL, the NYLON RIBBON, the GESTETNER TUBE INK, and now the KLEAN WRITE No. 777—A MIRACLE-DRY INK! Look for us in Chicago . . . Booth No. 42 . . . and see why FRANKEL means quality!

There are still a few exclusive franchised dealerships available. For further information, see the FRANKEL representative in Chicago, or write directly to FRANKEL MFG. CO., in Denver.

FRANKEL MANUFACTURING COMPANY
285 RIO GRANDE BLVD. • DENVER, COLORADO
"The line that is imitated but not duplicated"

dependable accuracy.

It is possible to endorse and date your checks with the same machine and at no additional cost. The makers of these machines have sought the utmost in simplicity of operation so that they can be operated efficiently by any clerk with no training or experience.

In using one system, checks are dropped into an opening at the top of the device and electric power takes over, the action being automatic from end to end. The dies used are made of Parabutens which is light and practically indestructible, outlasts metal. Removable signature dies may be interchanged in a matter of seconds. The ink fountain has the same type of ink distribution as used on printing presses. When refilling becomes necessary, after a half million or more signatures, it is a matter of pouring ink into the fountain up to a plainly marked level and the machine is immediately ready for continued operation. The machine dates the checks as it signs them in one operation. It stacks the checks in sequence so that it's easy to check back if necessary and if the checks have to be matched with other papers after they are signed the job practically is made automatic. This signer can be changed to become a check endorser, as well, so that bank deposits can be made up quickly and endorsements on all checks is clean. Every incoming check is endorsed with no skips, or misses.

In nearly every office, a daily chore is taking the receivable checks for the day and running an adding machine tape to prove the total deposit. Instead checks are laid on top of the endorser and each is listed. The machine drops them into the slot at the top of the machine where they are dated, endorsed and stacked in correct sequence. Deposits may be made later in the day before bank closing time.

Efforts have been made in recent years to bring modern check signing efficiencies to the small office as well as

It's Revolutionary...

New Tab-On Stencil

The new Weber Tab-On Stencil is prepared automatically with the typing of the invoice or bill of lading

With the Weber Tab-On Stencil and hand printers you can address labels, tags or containers at a rate of 50 per minute.

Yes, here's a faster, more economical way to address containers for shipment with the amazing new Weber Tab-On stencils. Eliminates delay . . . when shipping paperwork is made out stencil is automatically prepared in same typing. Then just clip stencil to Weber hand printer and you're ready to address labels, tags or containers . . . addresses 50 per minute . . 7500 without re-inking. Saves typing time, eliminates errors. It's low cost, too . . . less than 2c to prepare a stencil including labor and material.

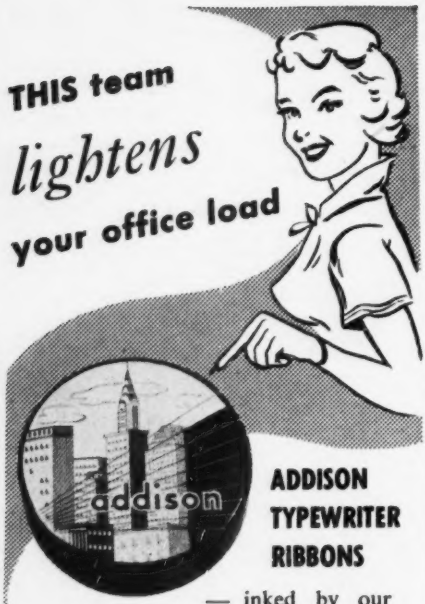
Send for FREE Detailed Information on the Weber Tab-On-Stencil

another Weber system

Name .....
Firm .....
Title .....
Address .....
City ..... State .....

WEBER LABEL AND MARKING SYSTEMS,
Dept. O-94, Mt. Prospect, Ill.
Div. of Weber Addressing Machine Co.

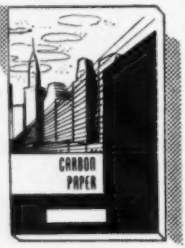
THIS team
lightens
your office load



ADDISON
TYPEWRITER
RIBBONS

— inked by our own superior formula to produce attractive executive correspondence.

NO CURL
NO SMUDGE
CARBON



— lies flat, won't curl, turns out sharp, easy - on - the - eyes carbon copies—*and lasts longer.*

Get the office team that lightens the load of your Typists. Ask your Dealer or write to us.

PEERLESS IMPERIAL CO., Inc.
General Office and Factory
28 Peerless Place, Newark 5, New Jersey
N.Y. Office 13, 110 Franklin St. • Chicago 2, 179 W. Washington St
Detroit 18, 37 Linden St., River Rouge, Michigan

to the large one, with carefully supervised controls of supporting papers for accounts payable by trained personnel. Checksigning has becomes a standard office procedure under the control and supervision of the checksigning authority. The whole load is taken off the shoulders of a top man and the function of check handling is on a modern and automatic basis. It has been said from experience that any business office that has 250 checks to sign in each week can use modern checksigning equipment with benefit, saving and profit.

Numbering Machine For Terminal Digit Indexing

L. E. GRIFFITH
Hospital Care Assn., Durham, N. C.

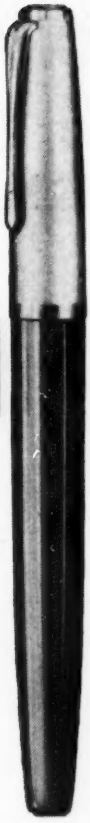
NUMBERING machines are in such everyday use that we are apt to think the present design of the machines is the best possible for all numbering operations. The numbering of any document for identification is done with a purpose. Apart from providing the document with an identity, it also provides a feature by which the docu-

Usually numbering machines print numbers like this:

A suggested arrangement of numbering machine digits for use in terminal numeric filing systems:

AURORA 88

DUO-CART



This new pen without filler-assembly
is called DUO-CART because of the
two ink cartridges, one working
and the other as reserve.
It was exhibited for the first time at
the Fiera di Milano during April.
The modern styled DUO-CART has
an adjustable feeding system,
which operates through a variation
of the rate of the air adduction.
The nib is of the semi-shielded type
and is built of 14 carat gold,
fitted with a pure osmiridium tip.
It is possible to select from
a range of 11 tip styles.
The cap is made of
18 carat gold plated ZR alloy
or of a stainless white alloy.
The pen is refilled by an ink cartridge
plugged into a cartridge holder,
independent from the external body.
This holder contains two cartridges
each of which is used in turn
by reversing this cartridge assembly.
The cartridges are made of polithene
and have an ink capacity
of 1,300 cm3 each.
An acoustic device gives a constant
reminder when only one cartridge
remains in the holder.
ITALIAN PATENT 8108-Patents pending

AURORA 88
1, via Arcivescovado-Torino-Italy

everybody ...but EVERYBODY... wants my SWIFT

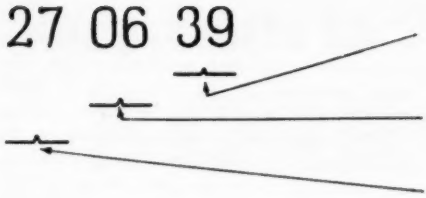
They rush in twenty times a day: "Where's the Swift?" The machine weighs only 6½ lbs. so it moves all around from office to office and desk to desk. My girl friend couldn't believe that this wonderful Swift adds and multiplies up to 10,000,000 with a flick of the wrist. Where she works they have only a heavy, non-movable machine and everyone has to "stand and wait" to use it. I showed her the visible dials, the large clear type, the two-color ribbon and even did 150 operations a minute for her.

P.S. Some of the men would like to take it home in its zippered case to finish work at night — but Me, *I lock it in my desk drawer!*

P.P.S. My beloved Swift costs only $99.50 plus tax

At better Office Machine Dealers everywhere or write for information TODAY

SWIFT BUSINESS MACHINES CORP.
Great Barrington, Massachusetts



FIRST THOUGHT-UNIT FOR SORTING AND FILING.

SECOND THOUGHT-UNIT FOR SORTING AND FILING.

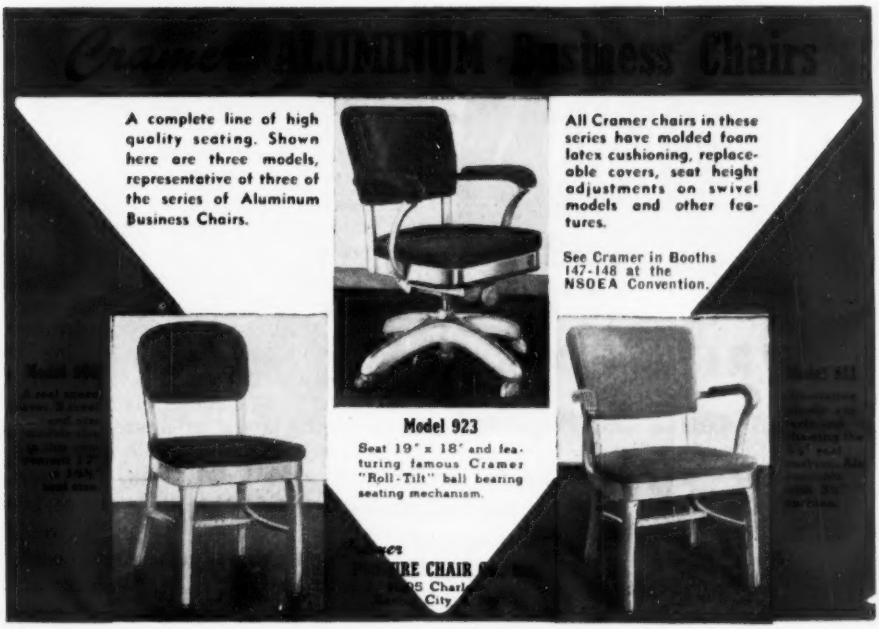
THIRD THOUGHT-UNIT FOR SORTING AND FILING.

In a terminal digit filing system, the thought-units used in reading the numbers are identical with the three main divisions of the system itself: primary, secondary and tertiary groups reading from right to left.

ment may be sorted, arranged and subsequently filed. It is important that the number should be in its most readable form for reading, sorting and filing purposes. This frequently is not the case.

There are four or five numeric arrangements in common use for both numbering and filing purposes. Here we will consider only the design of a numbering machine as it applies to a terminal digit system. A similar approach to that adopted here may be used to consider numbering machines for consecutive numeric, duplex numeric, decimal numeric, and code numeric systems. Although we have given no consideration to a printer's numbering machine which is used on printing presses, a like approach could be developed.

It is unnecessary to describe a terminal digit numbering arrangement other than to state that in, say, a six digit system, the digits are usually read for sorting and filing purposes in groups of



"Look—
clean hands!"

The most wonderful thing you could do for a wonderful secretary!

Make your own Letterex test!

LETTEREX
Trade Mark Reg.
MANIFOLD CARBON PAPER SETS

So you can really TRY IT —

WRITE FOR
Prices and Samples
TODAY

The LETTEREX CORPORATION
1640 Connecticut Avenue
Washington 9, D.C.

two from right to left. For reading, reference and identification purposes prior to the sorting or filing stage, the digits are read in the conventional manner from left to right. In other words, in the same numbering arrangement we must read a number from both right to left and left to right, according to the function the number is performing at that time.

Generally the figures on numbering machines in common use are designed primarily for the reading as opposed to the sorting or filing function. Even here, however, it would appear that the underlying assumption is that people read all the figures in a six-figure system as one thought-unit. Now we know that reading skill, like any other, may be improved with practice but as a general rule office workers break down a six digit number into two or even three thought-units. For example, the number 347529 would normally be thought of and comprehended as 347|529 or 34|75|29 by the average worker. That is true even though there is no punctuation shown in the number. By the visual impact it creates, the mind inserts the punctuation or groups the digits so that they can be comprehended more easily. This mental breakdown of the number is a conscious thing and requires mental effort. It helps in reducing the mental transposition of individual digits within the number and hence errors due to transposition.

Experiments have shown that reading by thought-units is speedier and more accurate than reading the individual words or numbers in turn, which in themselves go to make up the thought units. So we suggest that improvements in the layout of figures on numbering machines is desirable and necessary. For a terminal digit system, punctuation between each group of two digits reading from the right would allow the number to be read more easily and the thought-units for sorting and filing purposes would be identical to the

keep coats in "bandbox" shape

BORROUGHS

wrap racks

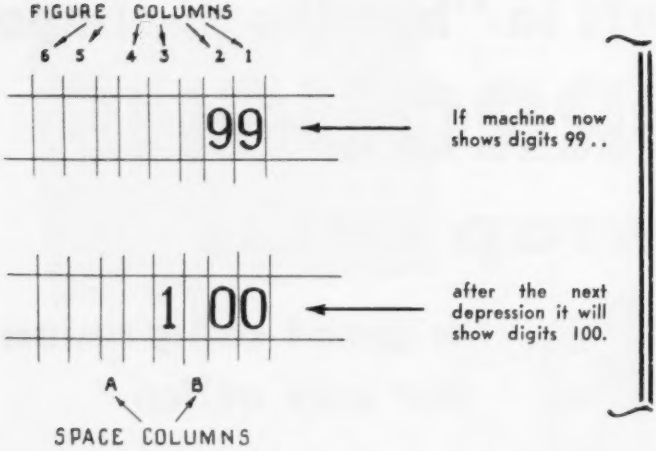
a great companion for any office

The Borroughs Wrap Rack is sureiy a morale booster. Here's how! When a damp or wet (man's or lady's) coat is racked on a Borroughs, it dries evenly and smoothly, and not in a bundle of wrinkles. There is nothing more irritating than a wrinkled coat, especially if it's still damp at the close of the day. And you know there are a lot of wet fall days ahead. If you have an out-moded clothes horse in your office, retire it to the farm, and get a Borroughs Wrap Rack. There are models to hold 6, 12 or 24 coats and hats. **Write Joe Davis for Borroughs' new Metal Office Furniture catalog. It's a mighty good thing to have around.**

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3002 NORTH BURDICK amp **KALAMAZOO, MICHIGAN**



actual filing divisions of the system.

Machines can be made with the feature of punctuation outlined here and the cost would be some few times the cost of its conventional counterpart. Although terminal digit systems have become much more popular in the business field, as yet there is no machine designed specifically to satisfy all the requirements implicit in the system itself.

Check the New

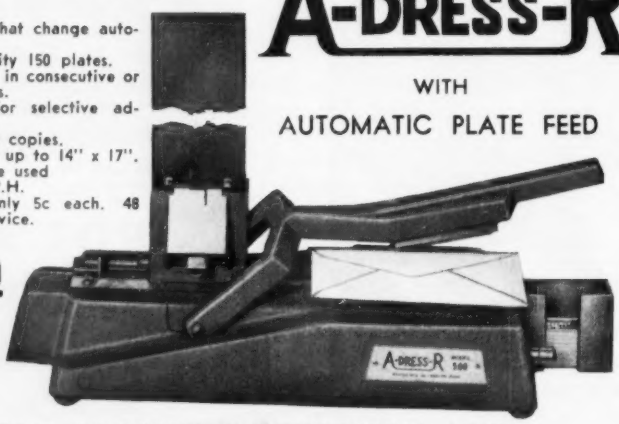
MODEL 500

A-DRESS-R

WITH

AUTOMATIC PLATE FEED

- Uses metal plates that change automatically.
- Feed hopper capacity 150 plates.
- Prints thru a ribbon in consecutive or repeat impressions.
- Skipper provides for selective addressing.
- Makes clear carbon copies.
- Takes any size sheet up to 14" x 17".
- Listing table can be used
- Speed up to 1200 I.P.H.
- Embossed plates only 5c each. 48 hour mail order service.



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Since 1937 • Over 15,000 Machines in Use

MFRS. OF WHITEPRINT, BLUEPRINT & PHOTOCOPY EQUIPMENT

Today there's a simple way to keep the records straight!

It can straighten out sales and order analysis. And inventory control, too. It's McBee Keysort, and here's what it did for Allied Appliance Company, one of Boston's leading electrical appliance distributors

"Keysort saves us $20,000 a year as compared with our previous system," says Allied President Ralph Cron "We get the figures we need without specially trained personnel or expensive – and noisy – machines What's more, we get the figures *on time*."

Allied works with the manufacturers it represents on a basic control system. It furnishes the manufacturers with weekly sales and inventory reports, compiled from Keysort cards which serve as automatic reorders. This system enables each manufacturer to schedule his production and distribute his work load

Keysort maintains a constant and adequate inventory, eliminates Allied's out-of-stock problems. Thanks largely to Keysort, Allied's statistician can keep management informed on the firm's share of market, sales performance, sales by area, sales costs and replacement factors.

Executives like Mr Cron in almost every kind of business are using Keysort to save time, money and worry. Keysort sales have multiplied *tenfold* in just a few years.

If you're having trouble keeping your *own* records straight, look up the McBee man near you. He's trained to study a situation and give frank answers. Ask him to drop in Or mail the coupon.

THE McBEE COMPANY

Sole Manufacturer of Keysort – The Marginally Punched Card

295 Madison Avenue, New York 17, N. Y.
Offices in principal cities. The McBee Company, Ltd., 11 Bermondsey Road, Toronto 13, Ontario.

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OUR ☐ ORDER ANALYSIS ☐ MATERIAL COSTING AND INVENTORY CONTROL

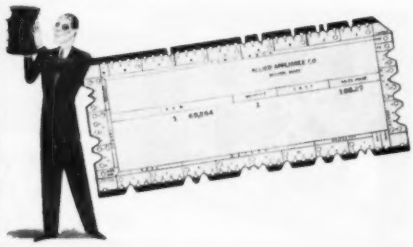
☐ PAYROLL AND LABOR COSTING ☐ PRODUCTION CONTROL ☐ _____

FIRM _____

ADDRESS _____ CITY _____

ZONE _____ STATE _____

BY _____ NO. OF EMPLOYEES _____



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✔ **For ease of operation** Keys need less finger pressure, do double-duty to cut waste motion.

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SUPERIOR SERVICE. Factory-trained, in 125 cities coast to coast. 10-year backlog spare parts in U. S. A. Built in sections with all parts easy to get to.

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You can count on
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Adding Machines

SOLD AND SERVICED THROUGHOUT THE WORLD

A Brand-New Model!

PRINT-O-MATIC
MODEL 5A
ROTARY STENCIL DUPLICATOR

PLUS MANY MORE ADVANCED FEATURES FOR TOP STYLE... PERFORMANCE... VALUE!

- "INSIDE INKING"—puts ink exactly where needed
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This new, Print-O-Matic, newly designed and engineered, features the sensational Automatic Roller Release that ends forever, dirty, inky rollers. Truly a deluxe machine. Yet priced within your budget. More than ever, Print-O-Matic is the world's greatest duplicator value.

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The Electro-Pointer has an easy-to-see front opening at the natural writing angle. . . sharpens pencils instantly. . . Sharpens just enough. . . does not chew-up pencils . . . beautifully designed. looks well in any office or home.

STARTS AUTOMATICALLY

Just insert pencil and it starts automatically . . then check length of new sharpened pencil against unsharpened one

SAVES TIME, NO WASTE!

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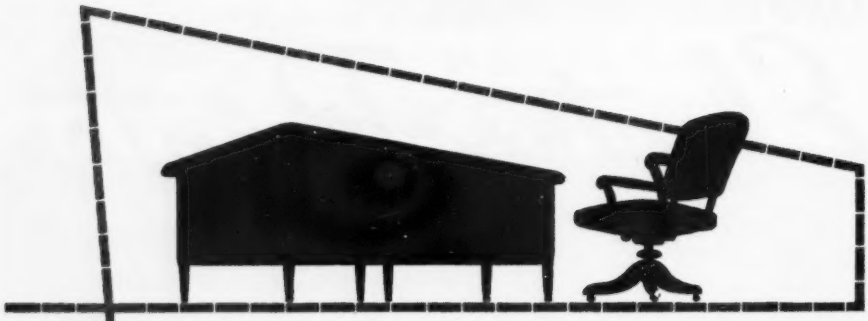

Gone for the day

Though the Boss is out of the office, this may well prove to be a most productive day. He has gone to the National Business Show. He'll be back full of new ideas—ideas that will bring new speed and accuracy to office routine; new comfort and efficiency to office workers.

Better than ever. This year two huge armories packed with time and money-saving ideas. Be sure to visit both.

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"Cheer up girlie. If they don't install ROL-DEX soon . . . we're all going to hire out as stevedores!!"

Reduce labor turnover!

Install ROL-DEX—

Records *Roll* . . . TO the seated operator. Cuts fatigue . . . lessens chance of error.

Convert to *ROL-DEX* working level files!

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ROL·DEX

WATSON MANUFACTURING CO., Inc.

Established 1887 • Jamestown, New York

New Products

PUNCHED CARD RECONDITIONER

Cummins-Chicago Corp., 4736 Ravenswood Ave., Chicago 40, Ill., makes the Carditioner, a machine for reconditioning tabulating cards. It has a capacity of 12,000 cards an hour and its action is completely automatic. Before sorting or tabulating the cards (especially cards which come from sources outside one's own office), all cards are run through the Carditioner which selects those bearing paper clips, staples, mending tape, documentary stamps or for any other

reason requiring hand inspection. Selectors are electrical in action, highly sensitive, and adjustable to tolerances less than half the thickness of a human hair. All other cards, including those which have been folded or otherwise mishandled, pass through a series of knurling and ironing rollers and are deposited in a separate bin, neatly stacked and in perfect condition for sorting or tabulating. Both 7⅜" edges of the tabulating cards are ironed out by this method of rolling and straightening which, in actual tests, has reclaimed the majority of rejects, reducing their number as much as 66%. Machine is 40" long, 18" high and 12" wide; weighs approximately 175 lbs. It can be operated on any desk, table or stand and has all safety features required for protection of inexperienced operators.

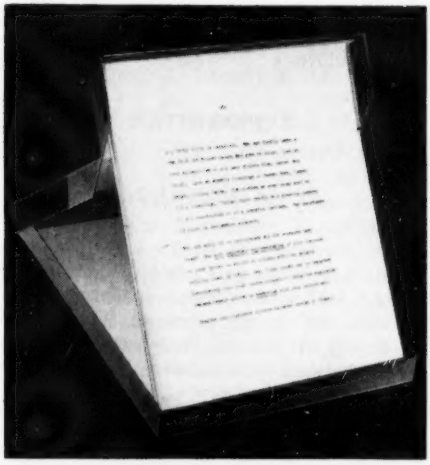
PHOTOCOPY MACHINE

Ozalid, Div. General Aniline & Film Corp., 172 Ozaway, Johnson City, N.Y., announces the Ozalid Model 800 for reproducing translucent drawings and forms up to 42" wide at speeds up to 30 ft. a minute. It offers front or rear delivery and continuous operation with no handling of prints from feedboard to finished delivery. A jet atomizer forces ammonia under pressure into a vaporizing

tank for complete and full development with lower waste. The electronic speed drive permits instant changes to any speed from 8" to 30 ft. a minute. A wattage stabilizer maintains constant printing speeds by compensating for voltage fluctuations between 200-240 volts. Thermostatic control assures uniform development and a manual control allows superb development of all types of sensitized materials. The Model 800 costs $3,250. Free folder from above address.

COPYHOLDER CARBON BOX

Manifold Supplies Co., 19 Rector St., New York 6, N. Y., have developed a carbon paper box which serves as a copyholder. A hinged piece folds out from under the cover and locks to hold



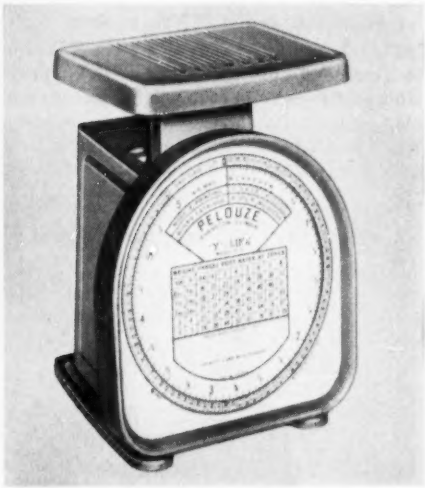
copy material in position for convenient typing. It folds back into the box when not in use. Information about the box and the carbon it contains can be had from above address.

FACSIMILE MACHINE

Chesapeake Industries, Inc., 105 East 106th St., New York 29, N. Y., announces that their subsidiary, Allen D. Cardwell Electronics Productions Corp., will make facsimile equipment which will greatly extend the range of business uses for facsimile communication. Cardwell equipment (made under licensing agreement with Hogan Laboratories, Inc.) will feature continuous transmission with no need to stop, re-load and re-start the machine. This will permit an uninterrupted flow of copy for increased sending speed. There also will be a compact recorder with lower maintenance expense and virtual attendant-free operation. First Cardwell fax machines will be produced this month. Write above address for additional information.

POSTAL SCALES

Pelouze Mfg. Co., 1236 Chicago Ave., Evanston, Ill., makes the Y-Line of all steel postal scales in which mechanism is firmly mounted on steel channel so that distortion of housing will not affect operation. Hairline indicator on flat pointer behind glass dial shows exact postage and anyone can easily insert a new dial if postage rate changes. Wide post holds platform steady so that scale shows exact



weight at any point on platform. Larger, bolder figures indicate parcel post rates by zones. There are four models: Y-5 has capacity of 5 lbs. by ½ ozs. for first class, airmail, merchandise, printed matter, catalogs and parcel post; Y-10 is similar but goes to 10 lbs. by ounces; Y-25 goes to 25 lbs. by ounces for parcel post only; Y-50 goes to 50 lbs. by 2 ozs. for parcel post. All are 8½" high, 6½" wide and deep.

CARBONLESS FORMS

Baltimore Salesbook Co., 3144 Frederick Ave., Baltimore 29, Md., can supply multiple forms without carbons, using NCR (no carbon required) paper developed and patented by National Cash Register Co. Free samples from above address.

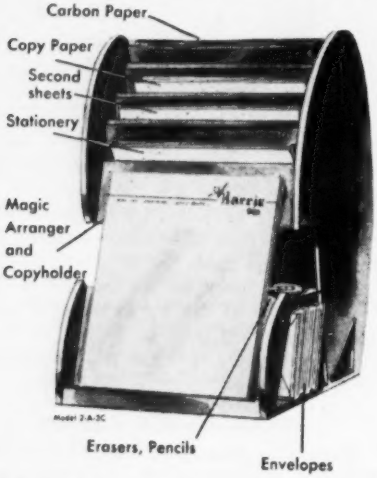
BALLPOINT PEN

Universal Pen Co., 146 West 26th St., New York 1, N. Y., makes the Ink-N-Trol Ball Pen which writes in every position to the last drop of ink. Its large ink cartridge holds twice as much ink and

its exclusive air valve pressure keeps it flowing freely in every writing position until entirely used up. Ink cannot clog or leak. Ink-N-Trol pens are sturdily made in a wide range of attractive colors, sell for $1.69. Patented refill with a year's ink supply is 49c.

TYPIST'S DESK-TOP UNIT

Mirsa Co., 1475 Euclid St., N.W., Washington 9, D.C., announces the Secretary's Secretary a compact, desk-top unit which holds letterheads, second



sheets, carbon paper, envelopes, pencils and erasers. To collate stationery for typing, the user picks the sheets needed for original, copies and carbons, and brings them onto the front plate where a finger lines up all the papers for quick insertion in the typewriter. This front plate also serves as a copyholder. The Secretary's Secretary is made of wood, attractively finished, and takes little space on the desk. It keeps all needed stationery within arm's reach, clean and ready to use without opening desk drawers. Complete information from above address.

TYPEWRITER

Inter-Continental Trading Corp., 90 West St., New York 6, N.Y., announces the Olympia SG 1 Standard Typewriter which has a number of advanced features. Each of its 46 keys (92 characters) are slip-proof and keytops are spring loaded for faster operation with lighter, less tiring pressure. Paper feed lever can be set to feed up to 18 line spaces with a single pull to bring paper automatically into typing position. In addition to normal key-set tabulation,

there are 8 decimal tabulator keys. By pressing a double space key, extra spacing is automatically provided between each typed character. A correcting space bar allows typing a justified (straight) right-hand margin, as well as inserting omitted letters. Margin stops are fully visible and easily set. Margin release also frees jammed type bars. Four point

ribbon control allows using top, bottom and middle portions of ribbons for economy. Plexiglas paper rest has extendable scale for keeping all type matter visible when typing long sheets. Touch control has 8 degrees with the heaviest providing 12 clear copies. Front scale bar and feed rollers are self-adjusting for different thicknesses of papers and card stock. Different length carriages are interchangeable by turning two knobs. Available in choice of large or small pica and elite types, literature from above address.

MACHINE STANDS

Tiffany Stand Co., 7350 Forsyth, St. Louis 5, Mo., offers their new 8-page, 5-color brochure showing all regular model Tiffany stands and the new Ton-Tested Series. In developing the Ton-Tested models, Tiffany engineered the stands to precise specifications. Special tests

were devised to prove the strength and Sonic-Safe noise advantages and, in the brochure, reports from two nationally recognized independent testing laboratories substantiate their claims. All features of the stands are clearly shown with complete specifications for every model. Typical installations are illustrated.

PHOTOCOPIER

P & H Sales Corp., 5635 N. Western Ave., Chicago 45, Ill., offers a free folder No. 54C5 which illustrates and describes the Peck & Harvey office size Copymaster for making ammonia-dry copies of any translucent originals.

FOOTREST

Systems Mfg. Corp., 13 Broad St., Binghamton, N.Y., makes a footrest for office workers and machine operators to improve posture and relieve fatigue. Made of 16-gauge steel in two models: 524 has first quality black corrugated

rubber matting which is easily cleaned and will not slip or slide; 525 has gray carpet matting reinforced with rubber, double thick and laminated. Footrests are 15″ wide, 12″ deep, 2″ high at front and 3″ high at rear. Model 524 (black) is $6; model 525 (gray) is $6.95, f.o.b. above. Write for illustrated literature.

TRANSLUCENT FORMS

Transface Process Co., 333 Hudson St., New York 13, N.Y., have developed a

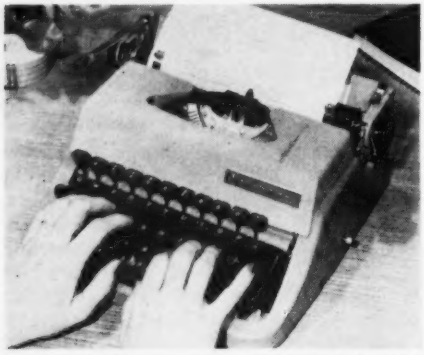
TRANSFACE

line of translucent forms and analysis pads, after years of experiments, which

are printed both front and back for maximum results on whiteprint, diazo photocopiers like Ozalid, P & H and Bruning. This assures high quality reproduction through maximum light opacity. In addition, maximum production of copies is obtained from the machine because of the high translucency of the stock. In addition to a complete selection of accounting analysis pads and worksheets, these double-printed translucent forms are available in approved Federal and State tax forms, and a wide selection of commercial and banking forms. Free samples of these Transface analysis sheets can be had from above address.

PORTABLE TYPEWRITER

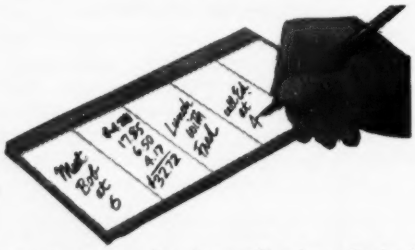
Underwood Corp., 1 Park Ave., New York 16, N. Y., makes the Leader popular-priced portable typewriter, the result of advanced development work at the company's research laboratory as well as a nationwide survey by teen-age investigators to determine what colors and



fashion notes were most wanted by the undergraduate market. Slated to retail at $69.95, this portable, lowest priced in Underwood's line which includes the Universal and Deluxe models, features forest green finger form keys on a full-size, standard keyboard against a sandy or beige colored body. Other features include segment shift and the addition of several new keys such as plus, minus and multiplication signs which the student survey said were essential and generally lacking in ordinary portables. A life-time carrying case in a textured green completes the lightweight package.

MULTIPLE MEMO PADS

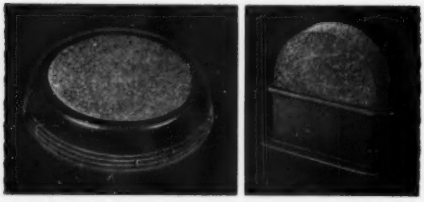
Goodyear Printing & Stationery Co., Dept. TF-9, 270 Lafayette St., New York 12, N.Y., offers the Expaditer memo organizer which consists of five split-apart memo pads bound together and perforated at the top. This keeps a desk clear of loose memos while allowing all notes to be visible at one point. Any note



or memo can be torn off when desired and a clean sheet becomes available. One 5″ x 10″ Expaditer contains 400 sheets or approximately a 6-month supply. It saves time looking for memo paper and saves money by discouraging use of printed forms or stationery for notes. One, two or three Expaditers to a desk generally serve every purpose. Expaditers are $8.10 a doz. from above address.

MOISTENERS

Laufer-Gummi, 28 Gr. Buchholzer Kirchweg, Hannover, West Germany, announces its new line of hygienic, durable

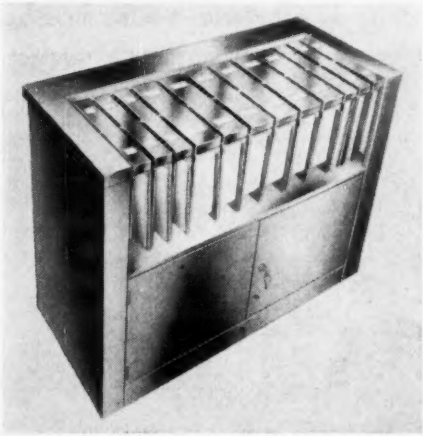


rubber moisteners. They are made wholly of rubber, bowl containers as well as sponges to prevent slipping. Sponge moisteners are red, the bowls green. Different

models are available including small stamp moisteners, label and envelope models for banks and institutions, and revolving sponges (shown at right in the illustration on page 164) for heavy counting tasks. Principals of Laufer-Gummi, since 1922 manufacturers of rubber and plastic office specialties, are visiting the U.S. this month to appoint representatives for their complete line of products in all parts of the country. Dealers and stationers should write to them care of THE OFFICE Magazine, 232 Madison Ave., New York 16, N.Y.

MODULAR BINDER UNIT

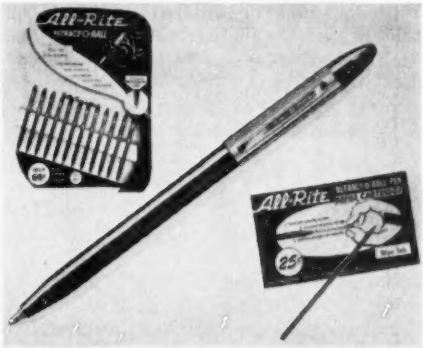
Art Steel Co., 170 West 233rd St., New York 63, N. Y., makes the Directoire unit for holding catalogs or telephone directories. It measures 30½" high, 40¼" wide and 18" deep; and takes from 6 to 15 binder stations. Three styles of mat finish, stainless steel binder sections may be had, with heavy pressboard hinged



covers that lay flat when opened to give complete visibility to pages. The unit is made of electrically welded furniture steel in standard gray or green, and frost tan or frost green. Write above address for illustrated literature showing this unit in use by itself and with other modular units in telephone rooms and for inventory and other record keeping.

BALLPOINT PEN

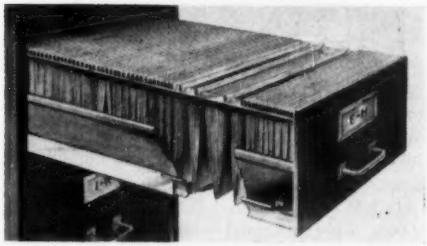
All-Rite Pen, Inc., 241 Hudson St., Hackensack, N. J., makes the Retract-O-Ball Pen with Micrographic Writing-Point. Pen's light weight and writing ease prevent hand-fatigue. All-Rite Refill Cartridges of quick-drying ink have



rubber sleeves for quick removal of the old cartridge and easy insertion of the new one without soiling fingers. Color combinations available are red and gold, green and gold, black and gold. Inks are blue, red and green. The All-Rite Retract-O-Ball Pen is fully guaranteed, retails for 69c. Long-writing refill cartridge, 25c.

LETTER FILING SYSTEM

Fototype, Inc., 1416 Roscoe St., Chicago 13, Ill., announces the Visible-80 filing system which uses double folders to eliminate misfiling, halve removal and



replacement time and simplify training file clerks. There are two folders: one permanent or fixed, the other removable. Permanent folders interlock in the file

drawer but can be removed or inserted without disturbing others in the file. The removable folder, which may be any standard file folder, is housed within the permanent folder. The top of each permanent folder has a flat surface formed by an inverted U-shaped metal strip to which the index label is mounted. With no tabs or guides, all labels on folders are completely visible. The Visible-80 system can be installed in any file drawer in a few minutes without altering equipment. Illustrated literature with prices is free from above address.

TYPEWRITERS

Gramont Corp., 2756 Rowena Ave., Los Angeles 39, Calif., has been appointed sole representative in the U. S. for distribution of Adler Typewriters made by Adlerwerke, Frankfort am Main, West Germany. Adlerwerke has been manufacturing typewriters since 1891 and claims to have the most complete line of writing machines in the world with a model tailored to nearly every office

writing need. The models being offered in this country are the Standard, Universal, Typing Tester for schools and large company personnel offices, and Label Writer which handles four sizes of labels simultaneously on a split platten, for shipping departments, pharmaceutical houses, etc., also the right-hand margin justifier with carbon ribbon attachments. Shortly to be released is a new all electric typewriter. Mike Leishin, president of Gramont, who is an old-timer in the office equipment industry, having held top executive positions with Woodstock, Comptometer, Burroughs, Dalton Adding Machine and Accounting Machine Corp., emphasizes that the independent dealer can have this complete line of typewriters without fear of cut-rate, mail order or discount house competition. Gramont's policy will be to sell only through typewriter dealers maintaining efficient service departments. Selected dealers will receive exclusive sales franchises in their territories. Warehousing of machines, complete stocks of parts, special types and other materials will be maintained in principal cities to be distributed through major parts dealers.

CARBON PAPER SELECTOR

Kores Carbon Paper & Ribbons Mfg. Corp., 43-49 Bleecker St., New York 12, N. Y., offers a free Kores Carbon Paper Selector which indicates the proper carbon to use for specific jobs on different

machines. It is a plastic unit which operates like a slide rule and, when all factors are set, the best suited carbon is indicated in a window. This eliminates testing samples and trial-and-error buying. Write above address on business letterhead for the free Selector.

LOWER FEED ROLLS

Allied Litho Supply Co., 212 Mission St., San Francisco 5, Calif., makes metal lower feed rolls for Multilith duplicators. These will outlast many rubber feed rolls and require no adjustment regardless of the weight or finish of stock used.

The metal feed rolls provide excellent register on all stocks. There is no swelling on the ends to cause paper to feed crooked and less tendency to pick ink on work-and-turn jobs. Allied's rolls are machined to close tolerance which will not change in storage. Made for Multiliths 1250, 1300 and 2066; offered on 10-day free trial. Write above address for full information.

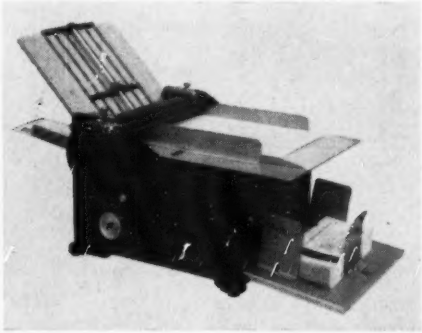
RUBBER BANDS

Alliance Rubber Co., Hot Springs, Ark., offers free samples of Arco Open Ring Stationery Bands which are now packed in a New Look box with a transparent acetate window. This aids the dealer by

showing the product and customers like it because they can see how many bands remain in a box. Boxes are perforated on the reverse side to permit opening the box for removal of bands. Write above address for free sample.

LETTER FOLDER & OPENER

Faltex Div., Lansdale Products Corp., Lansdale, Pa., introduces the Faltex electric office folding and letter opening machine which makes all folds in general office use and has maximum output up to 10,000 sheets per hour. It takes varying weights and sizes of paper and can



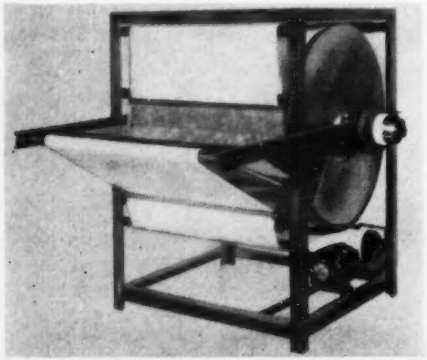
fold more than one sheet at a time, automatically adjusting to the strength and thickness of paper. The machine is light and quiet in operation. The letter opener feature makes the Faltex a double service combination unit at folding machine price. It requires only 30 seconds to switch the machine into its letter-opener capacity, if desired after each mail delivery. Available in other models. Further information from above address.

VULCANIZED FIBRE DATA

National Vulcanized Fibre Co., Wilmington 99, Dela., offers a free 8-page booklet themed to the solution of production and design problems by "Sherlock" Fibre. Treating the company's vulcanized fibre products, the booklet portrays the material in the role of the famed detective. "Sherlock" cracks tough production cases and offers designers a host of desirable product features. The brochure spells out numerous applications for vulcanized fibre and describes how it is processed and fabricated.

PHOTO PRINT DRYER

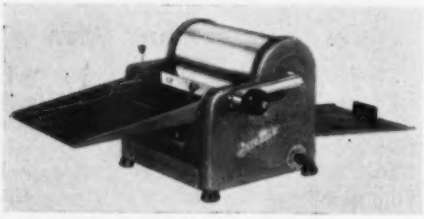
Simplex Specialty Co., 118 West 14th St., New York 11, N. Y., makes the Simplex Peerless Jr. Photo Print Dryer for offices or departments where space is limited. It produces results comparable to



larger, more expensive dryers. The 14" belt is automatically positioned with no slippage. Machine will dry 100 8½" x 11" photo prints, photocopies or blueprints per hour. Operates on regular 110 v., 15 amp., AC or DC. Fully descriptive literature from above address.

SPIRIT DUPLICATOR

Speedliner Co., 4404 Ravenswood Ave., Chicago 40, Ill., makes the Speedliner Spirit Duplicator which sells for $74.50 plus Fed. tax, complete with supplies. It prints 60 copies a minute on any size



stock from postals to 8½" x 14" (including onionskin) in red, blue, green, purple or black. Machine is easy to use; hand fed with no delicate adjustments and nothing to jam or break. Supplies included with machine at above price include a ream of paper, funnel, 1 pt. fluid and the following masters: 8 purple, 2 black, 1 red, blue and green with instruction booklet. Guaranteed a year, offered on 10-day free trial. Literature from above address.

BOOK TRUCK

Hearthside Industries, Div. of the Grolier Society, Inc., 2 West 45th St., New York 36, N.Y., offers the Rol-Rack which provides 5 ft. of portable bookshelf space. Made of 1¼" choice, selected hardwood with dowled and bolted shelves for rigid strength. Sloping shelves hold books for easy reading of titles.

Side-riveted casters have rubber tires and roll smoothly with full load. The Rol-Rack is 32" long, 31" high, 13" wide with 13"-height between shelves. Its appearance allows placing it anywhere and it makes for easy transporting of heavy volumes and catalogs. Available in choice of satin walnut or natural luster wood finish at $49.50, 50 lbs. f.o.b. Stamford, N.Y.

TABULATING STORAGE CABINETS

Tab Products Co., 57 Post St., San Francisco 4, Calif., makes Storaway cabinets for storage of all tabulating room materials. Easily adjustable shelving provides space for control panels, reports, forms, supplies, plug wires and all other items usually found in a punched card installation. Storaways have an attractive, durable Formica top providing

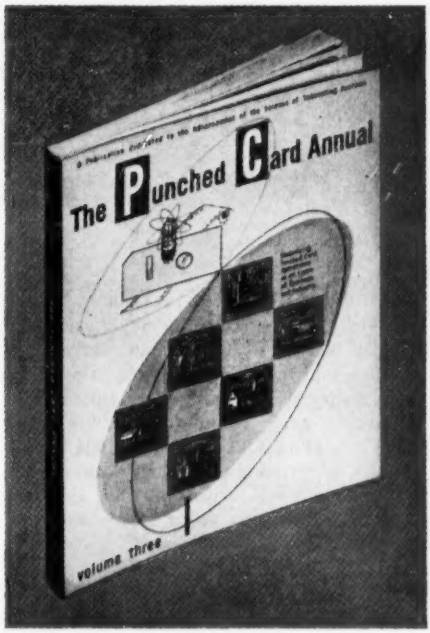
a counter height working surface. Cabinets are available in two basic models: No. 572 is 14½" deep for use in cramped quarters and against a wall; No. 574 is 29" deep to provide a large unbroken work surface. Both models are 48" wide and 39" high. The Storaway combination of flexible storage facilities plus a durable working surface enables punched card installations to better organize a neat and efficiently operating department. Write above address for literature.

SPOT CARBONIZING

U. S. Carbon & Ribbon Mfg. Co., 621-623 Cherry St., Philadelphia 6, Pa., does hot wax spot carbonizing on sheets up to 25" x 38". Practically all paper stocks can be spotted including safety paper and the gummed side of gummed stock. Carbon areas can be of any size or shape and there is no fading or drying out. Quotations and samples from above address without obligation.

PUNCHED CARD DIRECTORY

The Punched Card, 502 Maccabees Bldg., Detroit 2, Mich., has published Vol. 3 of "The Punched Card Annual" which contains a directory section listing nearly 1500 tabulating supervisors who have consented to exchange ideas on punched card applications with other readers of "The Punched Card Annual."



Names are cross indexed by type of business and different types of procedures used. A reader should be able to locate an information source to fit any specific need. This directory section is in addition to the regular text. Vol. 3 of "The Punched Card Annual" has over 200 pages and is $6 from above address. The complete set (Vols. 1, 2 and 3) is $15. Ten-day free examination; postage paid when payment is enclosed.

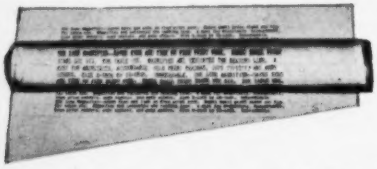
COIN HOLDER

Metal Products Engineering, Inc., 4000 Long Beach Ave., Los Angeles 58, Calif., makes the MP Coin Holder to speed coin handling when an automatic coin changer is not used. It holds $70 in coins: nearly two complete rolls of pennies, nickels, dimes, quarters and half-dollars, and ten

silver dollars. Coin slots are slanted at correct angle to fan coins for quick, easy pick-up. Inner groove in slots protects fingernails. Made of one-piece aluminum in gray Hammertone finish, the MP Coin Holder is 5⅜" high, 6¼" wide and 5" deep, weighs 43 ozs., has rubber feet to protect counters and lists at $11.95. Literature from above address.

LINE MAGNIFIER

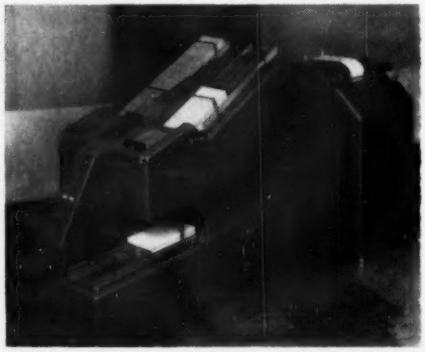
Herald Sales, Box 1753, Fort Worth, Texas, makes heat polished Lucite line magnifiers which make reading of typed



matter easier. Magnifier can be laid on top of material to be read or used with copyholders. Made in three sizes: 1" x 8", $3.50; 1¼" x 9", $4.75; 1¼" x 12", $5.75. The 1¼" x 9" can be used with Pres-To-Line, Line-A-Time and Rite Line Copyholders, resting on the line guide lip without fastening and covering four lines of copy at a time. The 3+ magnification aids typists using a copyholder at the rear of the typewriter. The 1" x 8" size covers two lines of copy and the 12" size is suitable for reading maps, plans, etc. Magnifiers are unbreakable and not easily scratched.

ELECTRONIC PRINTER

Burroughs Corp., 219 Fourth Ave., New York 3, makes Series G high speed printing and accounting machines capable of producing 27,000 punched card paychecks an hour from up to 108,000 punched cards. Machine prints over 43,000 characters a minute. By synchronizing high speed totaling, printing and card punching; machine integrates a number of separate steps into one fast operation. In the preparation of utility bills, for instance, customer cards are



placed in one feed of the card reading unit and billing information in the other. With one pass of the two sets of unmerged cards, machine produces a postcard bill with name and address on one side and meter readings, rates, dates and charges on the reverse. In the same operation, stub is punched with account number and amount for crediting customer's account when payment is received; a separate punched card is

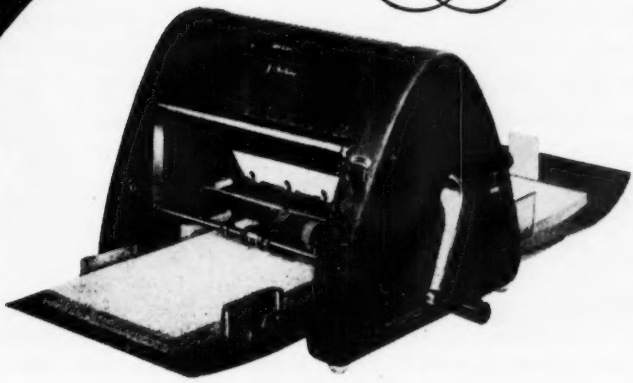
no drum - no ink pad

Operating on an entirely new mimeograph principle, the B D C is the first hand operated mimeograph that is really clean. There is no drum to ink, no pad to change. The ink is a heavy paste that does not and cannot leak. The machine is always clean—but better yet, so is the user! The B D C is designed like a printing press, and with it any office worker turns out copies that are printing press quality. Get the whole story on the first basic mimeograph improvement in 25 years. *Write for complete information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

use the revolutionary mimeograph

$159.50* + FET

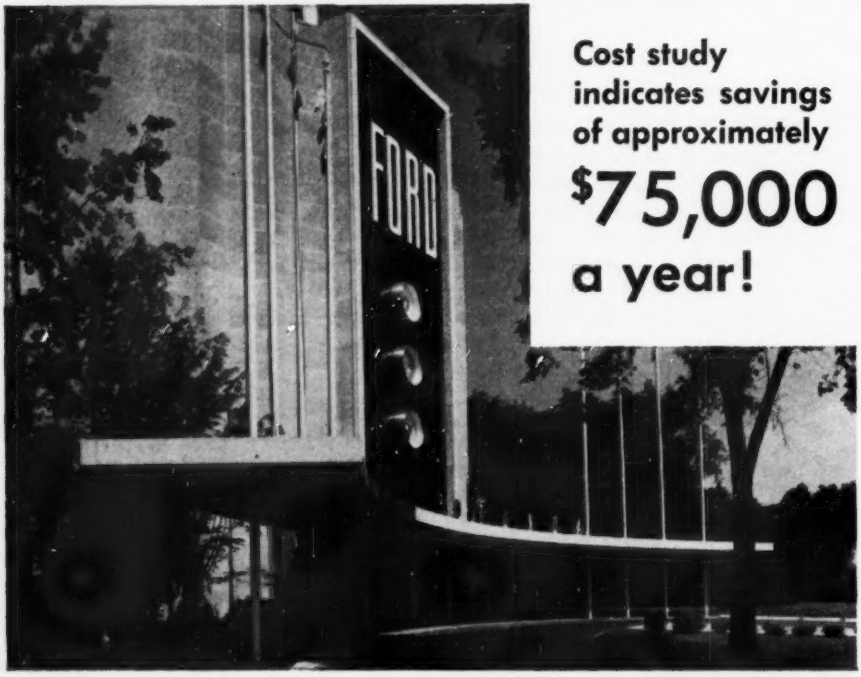
BDC REX-ROTARY



HOW XEROGRAPHY (ze-rog-ra-fee)

Cuts Duplicating Costs | SPEEDS PAPERWORK

AT FORD MOTOR COMPANY



Cost study indicates savings of approximately $75,000 a year!

WRITE *for proof of performance folders showing how Ford Motor Company and companies of all kinds are cutting costs and speeding paperwork with xerography.*

THE HALOID COMPANY
54-9X HALOID STREET, ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL U.S. CITIES AND TORONTO

PRODUCTS FOR XEROGRAPHY · THE HALOID CO. · ROCHESTER, N.Y. · XEROX

XEROGRAPHY

The fastest, cheapest, most versatile way to make masters for duplicating

Visit Haloid Booths 112-113 at National Business Show Sept. 27 to Oct. 1.

created for meter reader's next trip; totals for proof and analysis are provided and, if desired, a register is furnished containing all billing information. The Burroughs Series G could have bills for over 2,200 families ready for mailing every ten minutes. Two name-and-address labels may be produced side by side simultaneously at 36,000 three-line addresses per hour. At the same time, the machine will create punched cards on a selective basis, if desired, for follow-up or special reference. It can print 13,500 insurance premium notices an hour with up to eight carbon copies. Will feed and read two separate files of 80-column tabulating cards without merging or collating. Each of the two card feeds operates at 900 cards a minute. The three reading stations in each feed allow multiple line printing from both cards simultaneously or selectively at 900 lines a minute and in 48 alphanumeric printing positions. Continuous form-to-form ejection of up to 2½" without loss of a printing cycle; blank ejection at 25" per second. Electronic accumulating registers to add, subtract and crossfoot may be had in any quantity desired. Minor, intermediate and major totals printed in net balance amounts. Machine units can be assembled to fit specific needs and adapted to data handling media other than punched cards.

POSTURE CHAIRS

Cramer Posture Chair Co., 1205 Charlotte, Kansas City 6, Mo., have published a 64-page loose leaf catalog showing the complete line of Cramer Posture Chairs, stools and machine stands. It includes seats in styles for all office and factory jobs. Photos, drawings and full descriptions cover all specifications of every model and prices are given for different styles and upholsteries of each chair to make this a handy guide for purchasing executives. A copy of the catalog is free from above address.

A Valuable Asset to Your Photo Copy Department

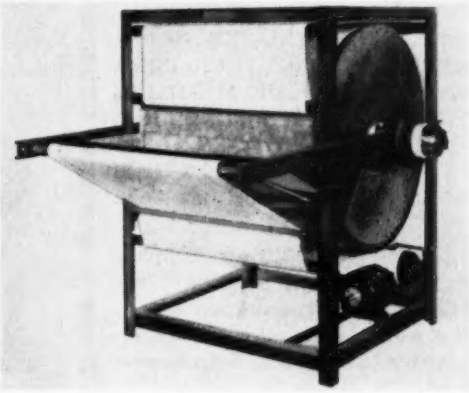
SIMPLEX

PEERLESS JR.

Photo Print Dryer

A versatile dryer designed for the small photocopy department or office where space is at a premium. Dries photocopy, blueprint, and photographic papers. Results comparable in quality to that achieved by larger and more costly equipment.

14" width belt positioned automatically. No slippage. Drying capacity—100—8½" x 11" prints per hour. Operates on 110 V. 15 Amp. current—A.C. or D.C.



Write today for descriptive literature showing specifications and price information.

SIMPLEX SPECIALTY CO., INC.

118 West 14th St. • New York 11, N. Y.

IF...

Addressing MULTIPLE Shipments Is Common in Your Organization...

STEN-C-LABL would like to send you an interesting brochure packed with excellent ideas and fully explaining their extremely inexpensive and SIMPLE method of reducing your labor costs per shipment, eliminating mis-shipments and speeding up the handling of MULTIPLE shipments in your shipping department.

REGARDLESS OF YOUR PRESENT METHOD OF HANDLING THIS TIME-CONSUMING JOB, YOU WILL FIND *SOME* IDEAS IN THIS BROCHURE WHICH WILL BE OF VALUE TO YOU.

Just write us on your company letterhead asking for FREE brochure. No obligation, of course. We would appreciate the opportunity to be of some help to you.

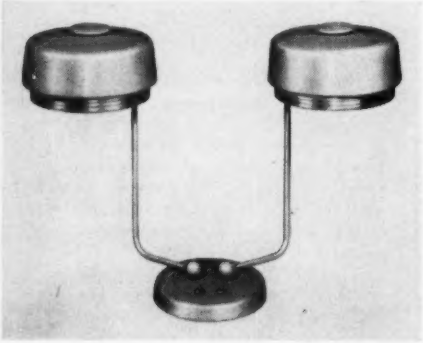
STEN-C-LABL, INC.
DEPT. A, 287 N. SNELLING AVE.
ST. PAUL 4, MINN.

FOUNTAIN PEN

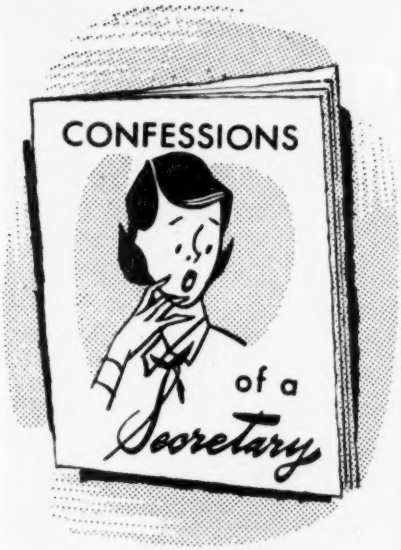
Aurora, S.p.A., 1 Via Arcivescovado, Torino, Italy, makes the Duo-Cart Fountain Pen which is not filled in the conventional manner but instead holds two ink cartridges, one a reserve supply. Pen is refilled by replacing the empty cartridge. User is constantly reminded when one of the two cartridges is exhausted and need never be without a reserve ink supply. The semi-shielded nib is 14-k. gold with a pure osmiridium tip, made in 11 writing styles. Cap is available in choice of 18-k. gold plated or stainless white metal. Each replaceable plastic ink cartridge has a capacity of 1300 ccs. Write above address for complete information.

TABLE LAMP

Adjustable Fixture Co., 100 E. Mason St., Milwaukee 2, Wis., makes the No. 302 Nightingale Table Lamp with each light independently adjustable and with its



own switch. A joint at top of each arm provides vertical adjustment of the reflector which also rotates over the stationary bulb. An internal shield prevents bulb glare. Vent cap on top of



A PROFITABLE REVIEW of an UNPUBLISHED BOOK!

She's a good girl . . . but she knows something you may not!

She knows how many times mistyped letters go into the waste basket along with carbons — because correcting slight errors means untidy erasure smudges — which she hates, bless her!

You know, or can estimate the waste in time and paper. A study made by one large firm indicated 48c lost every time a partly typed letter hit the waste basket — up to $1000 yearly in some offices! What's the answer?

EZERASE fine Bond and Onion Skin — papers with a *plus!* The plus feature is absolutely clean erasures made at once with an ordinary lead pencil eraser. Everything that's typed can be completed the first time!

Write us on your company letterhead or use the coupon for sample book of Ezerase Bond.

MF means Millers Falls and papers Made Finer

MILLERS FALLS
"Fine Paper *Preferred* By Business"

Fine Papers

BOND · ONION SKIN
EZERASE · OPAQUE

MILLERS FALLS PAPER CO.
Dept. H-9, Millers Falls, Massachusetts

Please send me sample book of EZERASE and "Letters for Signature" folder.

Name _____
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Company _____
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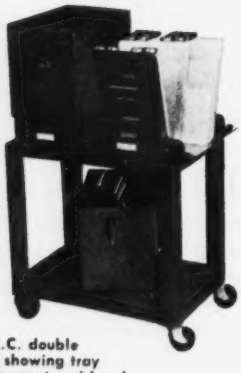
City _____ State _____

FLEXIBILITY

Keynote of...

PORTA-MATIC

TRAYS STANDS



P.E.C. double stand showing tray arrangement and hood storage space.

Porta-Matic Trays are designed to go anywhere in the bookkeeping department — easily carried and moved about — compact — readily accessible to any work station. Can be used on any desk top or on matched P.E.C. Stands. Trays available in 12", 14¾", 18" and 23¾" lengths and eleven widths from 5" to 17".

P.E.C. Stands available to accommodate one or two trays. Hoods with locks for all tray sizes.

PEC

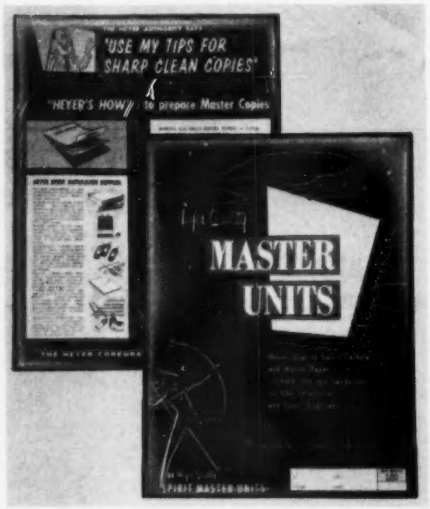
POSTING EQUIPMENT CORP.

Buffalo 13, N. Y.

reflector permits cooling circulation. There is a convenient plug-in receptacle on the 6½-lb. base which has heavily felted, removable bottom safely enclosing all connections. Literature on this and other Nightingale lamps from above address.

SPIRIT HECTO MASTERS

Heyer Corp., 1821 S. Kostner Ave., Chicago 23, Ill., are packaging their Hektograph and Spirit Carbons and Master Units in 25-sheet packages. A recent survey among Heyer dealers showed that there was a consistent demand by smaller users for a smaller unit package than the 100-sheet box. The 25-sheet packages answer this demand and make it easier



for the dealer by eliminating broken boxes. The 25-unit packages are in keeping with Heyer "selling" and "informative" packages. Merchandise is protected from dirt and dust, stacking on shelves is easy, designs on covers are attractive for display purposes. For the consumer, packages are convenient and informative. The Heyer Authority on the back of the package gives tips for better preparation of masters and better duplicating.

Instantly Changeable print-style type

GIVES ANY DUPLICATING PROCESS A PRINT-LIKE APPEARANCE

Vari-Typer prepares masters (*stencil, litho-plate, hectograph, etc.*) with attractive type of your choice in any style, size and language. Universal keyboard with electrically controlled impression makes its operation simple to any office typist. Turn out your own business forms, menus, catalogs, booklets, direct mail material, etc. Savings are enormous and the quality of your duplicating reaches a print-shop appearance.

Slip a new set of type fonts into position in *two seconds*. Switch to *matching italics* by turning a knob. Change in the middle of a sentence, too. It's *that* simple....!

Vari-Typer

RALPH C. COXHEAD CORPORATION
720 Frelinghuysen Ave., Newark 5, N.J.

Please send Vari-Typer Booklet C-16

NAME.....

COMPANY.....

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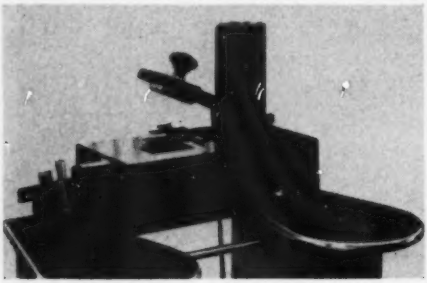
CITY.....ZONE...STATE.....

Complete illustrated literature and specimens of Vari-Typing will be sent without obligation.

ADDRESSING MACHINES

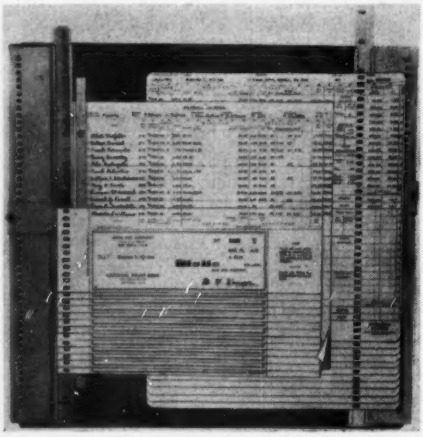
Rex-Rotary Distributing Corp., 19 West 31st St., New York 1, N.Y., announces the attractively priced line of Listax addressing machines in hand and foot operated models which feed from trays holding 100 metal plates. File trays serve for loading and receiving plates in original sequence without dropping or mixing plates. A skipper selector permits allowing plates to pass through machine without printing. Machines also have repeat printing control. Every address can be automatically printed 2, 3, 4 or 6 times. Color signals on Listax plates appear in a control window to enable classification of addresses for repetition or elimination. Plates take up



to seven lines of copy. Any part of copy can be omitted with interchangeable rubber printing masks for systems applications. Adjustable printing guide assures precise positioning of carbon sets and forms. A Form Lister allows making vertical lists on forms sets or single sheets; each impression moves the sheet forward automatically for uniform spacing and any size sheet can be used. Also available are a tag holder for paper rolls of continuous forms up to 12" wide and a dating attachment for adding company name, date or other data above each printed address. Machines can have a copy counter. Hand models print over 1000 plates an hour; electric models over 3000 an hour. Illustrated literature from above address.

PAYROLL SYSTEM

C. E. Sheppard Co., 4403 21st St., Long Island City 1, N.Y., makes the Multi-Rite Meteor pegboard payroll system for weekly, bi-weekly or semi-monthly pay periods. Board is made of mahogany grain Formica with solid brass oval pegs for 5/16" linespacing. One writing provides all records: journal sheet, earnings record and payroll check or cash receipt.



There are six earnings and seven deductions columns. Provides weekly taxable and non-taxable F.I.C.A. figures, cumulative totals for gross earnings and Social Security tax, quarterly State and Federal taxable and non-taxable figures. Quarterly sections are easily seen because of large phantom numerals. Index plate has Sure-Grip arms to securely hold forms at all times—movement or jarring will not hinder registration. All rails are instantly adjustable horizontally and vertically from beneath the board to assure perfect registration of forms and automatic indexing. Write for free Catalog A which describes equipment and explains procedure.

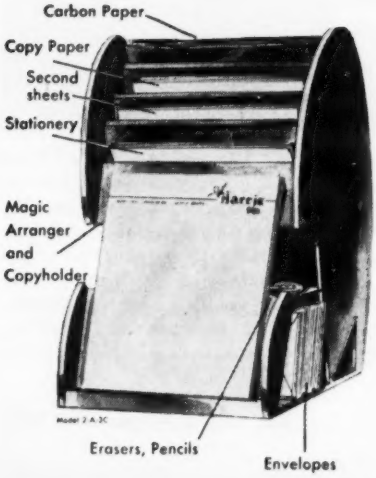
REPORTER TRAINING

Hush-A-Phone Corp., Room 710, 65 Madison Ave., New York 16, N. Y., offers literature describing how one can learn

At last!

the "SECRETARY'S secretary"

Here's the third hand every busy secretary or typist needs . . . a compact, desk-top unit for stationery, carbon paper, and envelopes. Eliminates fumbling in desk drawer for paper . . . Saves materials, time and motion. The front plate of the "SECRETARY'S Secretary" provides a handy place to stack paper and carbons with magic ease for quick insertion into typewriter . . . serves as copyholder too.



The "SECRETARY'S Secretary" (U. S. and foreign patents pending) will be on display at the Office Trade Shows in Chicago and New York in September. Stationery and office equipment dealers will find it a fast-moving money-maker. Brand new — sells on sight. Orders filled on a "first come, first served" basis — place yours today!

The MIRSA Co.
of United States
1475 Euclid St., N.W.
Washington 9, D.C.

NOW!

Quickly, Easily, Effectively Destroy confidential papers, records in your own office!

NEW SHREDMASTER

Bantam 10

portable shredding machine designed especially for office use! Quiet, compact, streamlined!

Never before an office shredding machine combining the speed and economy of the new SHREDMASTER BANTAM 10. Anyone can operate it. No fuss, no trouble! Greater cutting width, speed, capacity, and power than ever before! Safety throat! Smart functional design, about size and weight of business typewriter.

Priced well within the budget of all businesses - large or small.

FREE: "Colorful, illustrated, descriptive folder, includes 10 DAY FREE TRIAL details. Write "SHREDMASTER BANTAM 10" on your letterhead or postcard, and mail today to:

UNREADABLE SHREDS COME OUT HERE

The **SHREDMASTER** *Corporation*

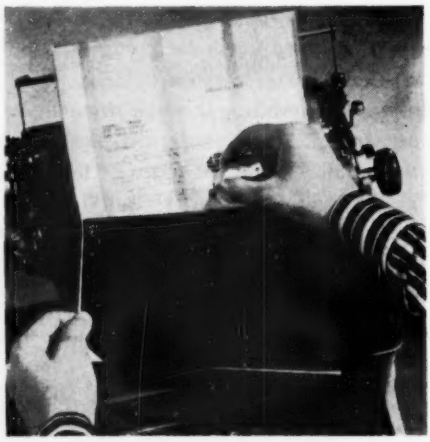
A Division of Self Winding Clock Company, Inc.

203 Willoughby Avenue
Brooklyn 5, N. Y.

verbatim reporting technique with the Verbatim Phone Type Hush-A-Phone. This training can be used to upgrade a person in their job or to prepare them for free lance reporting of conventions, conferences, etc. Once the simple technique is mastered, court reporting speed can be attained in much less time than previously required by those studying stenography. The Verbatim Phone Type Hush-A-Phone, used in training, costs only $10. Literature free from above address.

CARBON PAPER

Allied Carbon & Ribbon Mfg. Corp., 165 Duane St., New York 13, N.Y., makes patented Flagship metallic-back carbon paper that eliminates feed-roll streaks. According to the manufacturer, the increased use of standard and electric typewriters with high feed-roll tension creates copy streaking problems. To prevent



these streaks, suggestions have been made to use an extra-hard finish carbon which produces gray, washed-out looking copies. Flagship metallic-back sheets, designed especially to meet this situation, yield copies of brilliant color strength, fine erasability and cleanliness, in a variety of weights and writing strengths.

PLUS ELECTRIC

ADDING CALCULATOR

At last!

★ An Electric Adding Calculator at manual machine investment. "Unilectric" actually costs less than other manually operated machines.

★ A solution of the "help" problem: "Unilectric" operators learn quicker, produce more, stay happier, longer in their jobs.

Over 150 sales and service points in the U.S.A. and Canada

Model 909U (Illustrated) Capacity 9/10 **$496**
Model 912U Capacity 12/13 **$598**
Manual models also available in 6/7, 9/10 and 12/13 capacities

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Plus Business Machines Ltd.
1 St. Clair Avenue West

MONTREAL
Plus Business Machines Ltd.
1217 University Street

Plus Computing Machines, Inc.
Dept. A-5, 5 Beekman St., N. Y. 38, N. Y.

Please arrange a free demonstration of the Unilectric Adding Calculator in my office without obligation on my part.

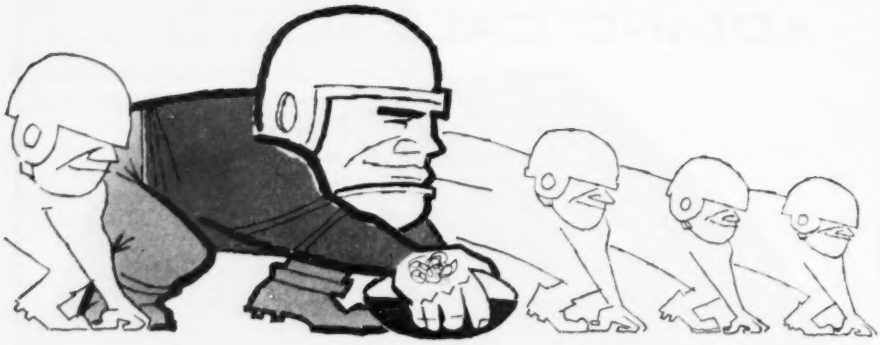
Name_____

Company_____

Address_____

City_____ Zone____ State_____

IN EVERY "LINE"
THERE'S A STANDOUT...



HIGHER PROFIT—Your most profitable sale is your *best* line . . . for you and your customers. A bigger unit profit is assured plus complete customer satisfaction. And satisfied customers are always profitable.

PROVEN VALUE—VUL-COT Wastebaskets are practically indestructible. The patented double rolled top won't break, loosen or fray. An attractive bonded side seam provides a strong, permanent seal.

SMART APPEARANCE—VUL-COTS look better and last longer. The hard vulcanized fibre, by National, is tough, smooth and durable. It can't splinter, dent, rust, or corrode. VUL-COTS are light-in-weight, easy to handle or clean. These features will help sell VUL-COTS for you!

NATIONALLY ADVERTISED—VUL-COTS are known and recognized nationally as the quality wastebasket line for business. A consistent program of national advertising to office management and office people continually "sells" VUL-COTS to your customers.

NOW . . . at this time when you're comparing product values and product features at the N.S.O.E.A. Convention, get the full story on this famous VUL-COT line. Visit the VUL-COT Booth No. 56, or write direct to

in wastebaskets it's

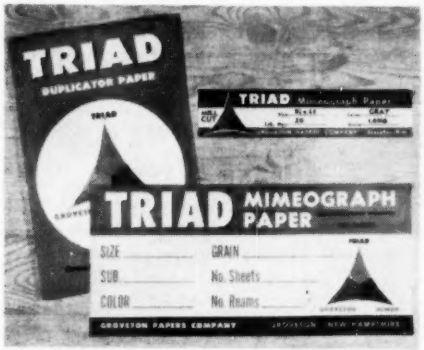
VUL-COT®

At N.S.O.E.A. Chicago— visit VUL-COT Booth No. 56

NATIONAL
VULCANIZED FIBRE CO.
WILMINGTON 99, DELAWARE

DUPLICATING PAPER

Groveton Paper Co., Groveton, N. H., has expanded its line of Triad Mimeograph Paper to include Sub. 20 in russet, lilac, green, salmon, gray and cherry.

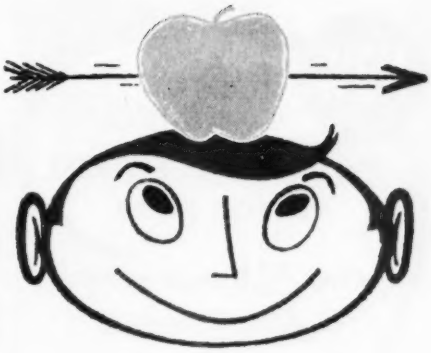


Triad is also made in Subs. 16 and 20 white. All Triad papers are mill-cut and moisture-proof wrapped. A spirit duplicating stock is being developed. Samples of any of the above items are free from above address.

ELECTRONIC PROCESSOR

National Cash Register Co., Electronics Div., Dept. 100, 3348 W. El Segundo Blvd., Hawthorne, Calif., makes the low-cost, easy to operate general purpose

CRC 102-D Electronic Decimal Computer which accepts data from an electric typewriter, punched paper tape, magnetic tape or punched cards. All data is entered



A PERFECT SCORE

SO ACCURATE . . . that each dot will hit over each "i" every time, even if you run the same copy a dozen times through a REX-ROTARY D-270 duplicator.

This high precision register is only one of REX-ROTARY's outstanding features.

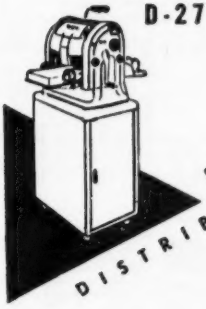
With no waste of paper you can fill in spaces with figures, additional colors, exactly where they belong.

SO SIMPLE . . . that anybody can do it.

SO AUTOMATIC . . . that even the exact degree of inking is obtained automatically . . . and

SO CLEAN . . . that we shall demonstrate it to you in white gloves upon your invitation.

. . . . WITH A REX-ROTARY D-270 DUPLICATOR



REX-ROTARY DISTRIBUTING CORP.

19 West 31st Street
New York 1, N. Y.
Tel.: WIsconsin 7-4927

ASK FOR FULL INFORMATION TODAY

NOW STOCK 3 WEIGHTS OF *New-R-Kurl* UNIVERSAL CARBON PAPER

Meet **ALL** *requirements of* **ALL** *typewriters*

WHY Stock 34* Carbon Paper Items? WHEN NEV-R-KURL UNIVERSAL

. . . Can Be Used on Standard, Noiseless and Electric Typewriters
. . . Cuts Dealer Carbon Paper Inventory
. . . Slashes Investment in Stock
. . . Simplifies Purchase for Dealer and Customer
. . . Saves Customer Office Supply Space

New inking makes NEV-R-KURL UNIVERSAL wear TWICE as long. This all new smudge-proof carbon paper will continue to give clear, legible carbons long after the ordinary paper would have been consigned to the waste basket.

NEV-R-KURL UNIVERSAL will not curl or wrinkle under any conditions—it's plastic backed.

Dealers can increase carbon paper profits, cut their costs and the costs of their customers to make more sales. Let us tell you the rest of the story. Write to:

*Dealer Average

L. A. PHILLIPS, President

Phillips PROCESS CO., 197 MILL ST. ROCHESTER 14, N.Y.

into the machine, operated on, and printed out in decimal form. A high-speed paper tape reader, capable of reading 200 characters per second, and a paper tape punch with a speed of 60 characters per second, are available as accessories to reduce machine filling time and problem changeover time, thereby reducing the cost of operations involving input and output of large amounts of data. Further information from above address.

RUBBER STAMPS

Sengbusch Self-Closing Inkstand Co., 1294 Sengbusch Bldg., Milwaukee 3, Wis., makes All Rubber Stamps in 63 different subjects designed to retail at one-third the cost of custom hand stamps. The assortment includes virtually every stamp needed to document every important office and shipping room procedure. Attractively displayed on die-cut counter cards in three different color

schemes, Sengbusch All Rubber Stamps have no metal to rust and no handles to break. Hard rubber handles give rigidity and strength. Soft rubber base gives clear-cut impressions. Titles are clearly embossed on handles in contrasting color. With each three-card assortment, Sengbusch furnishes without charge 300 illustrated circulars with dealer's imprint and catalog sheets for dealer salesmen. Refills are packed six in carton to

The OFFICE VALET T. M. REG. Checkerette T. M. REG.

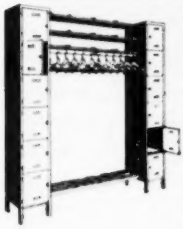
The complete line that needs no "Fill-ins"

These modern wardrobe units keep wraps open to light and air, dry and in press. They reduce floor space requirements to a fraction; are so designed and finished they fit in any available space; are fireproof, verminproof and built for lifetime service of welded heavy gauge furniture steel. They have become standard equipment in offices, factories, public buildings, schools, churches, institutions and homes—wherever there is a wraps problem.

No. S-6
Office Valet Costumer
Replacing costumers in private and small offices accommodates 6 coats, 6 hats, umbrellas and overshoes.

No. 3-U
Office Valet Rack
Accommodates 3 people per sq. ft. or 6 per running foot in double back-to-back units. Any length, by the foot.

No. 342
Valet Wall Rack
Mounts on wall accommodates 3 coats and 3 hats per foot. In cabinet wardrobes or closets gives checkroom efficiency.



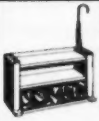
No. 6-12
Lockerette
Combine best feature of both lockers and racks. Keeps wraps aired, dry, in press. 12" x 12" x 15" lock boxes keep personal effects private.

No. S-4-CT
Checkerette
Stores away like folding chair. Set up anywhere without tools in a minute. Holds 24 hats and coats on hangers (or 32 on hooks) in 4 ft.

No. D-4-CT
Checkerette
More capacity than any other 4 ft. rack (up to 64). Fold-away, adjustable height shelves, caster base and other features.

No. H-4-CT
Checkerette Hatter
Holds 50 hats. Also widely bought on casters as portable, stationary, display, gathering service and vault rack. Fold-away feature. Also made in 3 ft. unit.

No. W-4-CT
Checkerette Wall Rack
Most flexible rack built. Lengths to fit in anywhere. Hangers or hooks, single or double hanger bars and end bars. Mounts any height. Extends only 11" from wall.



No. 98
Checkerette Stormrak
Placed at door saves floors and carpets. Holds 8 umbrellas, 9 pair overshoes.

No. 4
Umbrella Rack
Sizes to hold 24 or 16 umbrellas. Compact efficient removable deep pan

Write for Catalog Sheets showing modern wardrobe equipment for the office, factory and home

See these modern wardrobe units at the NSOEA Show, Room 539, Conrad Hilton Hotel, Chicago, Sept. 18th-22nd.

VOGEL-PETERSON COMPANY
1121 West 37th St. • Chicago 9, Ill.

REDUCE Fatigue... INCREASE Efficiency

WITH

Foot Comfort

RUNNERS and MATS

HERE'S THE SECRET

Premium rubber tile, permanently bonded to a resilient sponge base. FOOT COMFORT Runners and Mats reduce fatigue by providing restful support to all who work standing. They pay for themselves in increased worker efficiency. Used at counters, machines, in corridors, etc. For Offices, Banks, Plants and Homes. Beveled edges; 8 marbelized colors.

MATS: 18" x 30" 18" x 48" 24" x 36" 36" x 64". RUNNERS: to 36" width, any length.

See your local office supply dealer or write FLOORING DIV., Dept. C-9 for prices, literature.

THE HYGIENIC DENTAL MFG. CO.
AKRON 8, OHIO, U. S. A.

replace stamps sold. Literature from above address shows facsimile impressions of all stamps.

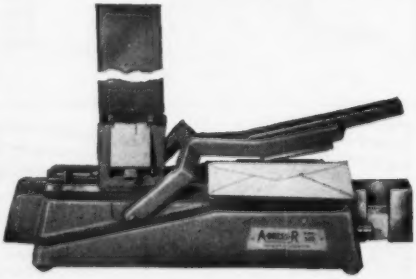
LABEL HOLDER

Cel-U-Dex Corp., 1 Main St., Brooklyn 1, N.Y., have changed the name of their Bind-X Label Holder to Hol-Dex. Bind-X is an open binder insertable label holder with remoistening gummed flange. Hol-

Dex is a patented label holder with a self-adhesive latex backing which attaches itself to any clean surface for permanent or temporary adhesion. It is obtainable in three widths: ½", ¾" and 1" in choice of 8 colors.

ADDRESSING MACHINE

Nettle Mfg. Co., 27 Huntington Ave., Boston 16, Mass. announces the addition of a new Model 500 A-dress-R to their line of portable metal plate addressing



machines. The machine has a capacity of 150 plates which feed automatically with each stroke of the operating arm and fall into the receiving hopper in original sequence. Loading is done by merely inserting one end of tray into receiving hopper. Economy sized metal

THEY ALL LOOK ALIKE...

WHICH ONE - AT ONE GLANCE?

Can Any CARBON PAPER PROBLEM Be Solved at One Glance?

YES! **Easy—Positive—Accurate selection of the most suited KORES CARBON PAPER number with THE KORES SLIDE SELECTOR**

NO
- **Sampling**
- **Expert consultants**
- **Time Wasting surveys**
- **Trial and error buying**

FREE—send for your Kores Selector, NOW!

KORES CARBON PAPER SELECTOR
is an instrument engineered by the
KORES CARBON PAPER & RIBBONS MFG. CORP.

Kores Carbon Paper & Ribbons Mfg. Corp.
43-49 Bleecker St., New York 12, N. Y.

Gentlemen: Please send us a KORES SLIDE SELECTOR FREE . . . without obligation:

Company _____

Name _____

Address _____

City _____ Zone _____ State _____

You Need STRICKLER'S

Collection Stickers, Inactive Account Reminders and Good Will Builders

ATTRACT THE EYE

Lithographed in various colors. Bound in books. The original copyrighted system that has proven most effective for forty years. Saves time, labor and money. Collects your accounts earlier and keeps customers steadier.

Call Your Stationer . . .
or Write Us for Samples and Prices

CARL E. STRICKLER
Highland Park
Illinois

plates, re-usable thousands of times without wearing out, are used and printing is done through a ribbon which can be supplied in black or choice of colors. Imprints are simulations of typewriting. New plates can be secured at any time by mail on a 48-hour plate embossing service at 5c per plate for three lines. Consecutive or repeat impressions are obtainable. A skipper provides for selective addressing. Makes clear carbon copies. Can be equipped with a listing table to take payroll listing sheets. Machine is heavily constructed of cast iron and no experience is required to operate it. Will take any size envelope. Speeds up to 1200 per hour. Priced at $95 plus $5.70 f.e.t., f.o.b. Boston. For further information send for circular "E."

ALL-LEAD HOLDER

Koh-I-Noor Pencil Co., Bloomsbury, N. J., makes the Adapto-Clutch push-button holder which tightly holds leads

of all diameters in all degrees from 9H to 6B. It is guaranteed slip-proof against vertical pressure and turn-proof in all lead sharpeners. The Adapto-Clutch is

they'll try...compare...and buy

the *beautiful* NEW

REGNA

ADDING MACHINE

NOW with Self-Adjusting Paper Feed —Keeps tape aligned at all times!

and here's why:

- models with or without direct subtraction available
- revolutionary years-ahead styling
- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-B King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 307, Bergen, Norway.

REGNA CASH REGISTERS, INC.
175 Fifth Avenue
New York 10, N. Y.

Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

Name _____

Address _____

City _____ Zone ____ State _____

SYSTEMS footrest

WILL IMPROVE . . .

- Posture
- Morale
- Efficiency

For your office personnel who spend long hours sitting at office machines such as bookkeepers, key punch operators, clerks, typists and just about everyone in the office.

Two models such as 524 & 525 are just the footrests to suit your office needs. Model 524 is black corrugated superior rubber matting. Won't slide or slip . . . yet easy to clean. Model 525 is grey carpet matting, excellent quality rubber reinforced and laminated for lifetime durability. Sizes from 15" wide, 12" deep and 2" high at the front and 3" high at the rear. Price $6.95 F.O.B. Binghamton.

Dealer Inquiries Invited.

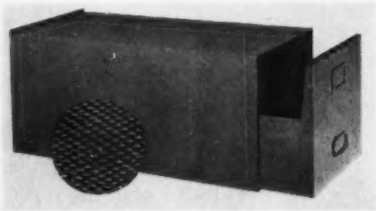
SYSTEMS

MANUFACTURING CORP.
13 BROAD ST.
BINGHAMTON, N.Y.

perfectly balanced with proper knurling for easy gripping. Clutch, nose and button are gold-filled.

TRANSFER CASES

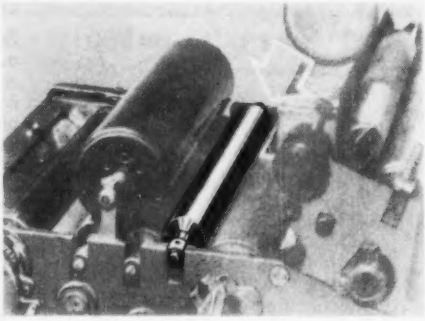
Top Flight Products Co., 6224 S. Oakley Ave., Chicago, Ill., makes Rigidized Steel Transfer Cases in which the heavy steel is given added strength and durability by a forming process of rigidizing.



Made in legal and letter sizes finished in office green baked on enamel. Top Flight Transfer Cases have a horizontal and vertical stacking feature. Complete information from above address.

METAL RIDER ROLLER

Litho Engineering & Research, 3237 Eastlake Ave., Seattle 2, Wash., announces the Hefty-Roller, and all-metal, oscillating action, heavy duty rider roller for 1200 Series Multiliths. It is said to



effect a great improvement in presswork, especially noticeable on difficult halftones, heavy solids, color work, etc. The oscillating action of the roller with its precision machined surface helps produce a continuous, equalized flow of ink to the

the first truly automatic electric duplicator

Styled by Famous Industrial Designer Jean Reinecke

MODEL 76
$32.50
(plus F.E. Tax)

the Heyer CONQUEROR "SPIRIT OF '76"

THE ELECTRIC DUPLICATOR WITH ALL THE FEATURES . . .

PUSH-BUTTON control for automatic starting and stopping makes the new Conqueror Electric Spirit Duplicator the first truly automatic spirit duplicator on the market.

Styled by famous Jean Reinecke, the Model 76 isn't merely a motor added to the highly popular, hand operated Model 70, for as you can see, the motor drive is not an appendage — it was carefully considered from the inception of the Conqueror series. Scientific design, and built-in unit construction gives you the sweetest mechanism, the most smartly styled, the most versatile and efficient office machine you've ever seen.

Push the button and the motor and feed start operating. The last sheet through turns off both feed and motor . . . automatically. And, if you're interested in single sheet feeding as in systems duplicating, there's a feed lock-out, and a single revolution of the cylinder is obtained by merely pressing push-button. Spirit of '76 duplicating is completely effortless . . . at this low price it's a natural for any office, school, church or institution.

The **HEYER** Corporation
1821 S. Kostner Ave.,
Chicago 23, Illinois

Famous in Duplicating for over 50 years

VISIBLE FLUID SUPPLY — You always know level of fluid in tank, no pumps or rubber hoses to get out of order.

ADJUSTABLE PRESSURE CONTROL — Assures maximum copy runs of always brilliant copies. Should copies lighten, adjust control.

ROTARY FEED—Electrically operated, zips the copies through in perfect registration . . . paper size up to 9 x 14 inches.

FLUID CONTROL — Measures exact flow of fluid to paper . . . compensates for any kind of paper, any atmospheric condition.

RAISE-AND-LOWER CONTROL — Simple dialing of control wheels raises or lowers print on page. Forget all centering tricks.

BUILT-IN RESET COUNTER — Always in view of operator . . . you run exact number of copies you need.

PUSH-BUTTON CONTROL — Push-button starts duplicator running, last sheet through shuts off machine and motor. Can be operated single sheet, hand-feed for systems use.

AN *Announcement*

OF GREAT IMPORTANCE TO THE OFFICE EQUIPMENT INDUSTRY

ADLER
world famous
TYPEWRITERS
have come to America

Bringing the MOST COMPLETE LINE OF PRECISION WRITING MACHINES ever offered!

STANDARD MODEL
with Memory Margin set, 92 characters, light weight, streamlined, standard keyboard.

FULL ELECTRIC MODEL
with all automatic features including adjustable key stem touch to suit operator.

TYPING TESTER
for schools and personnel offices. Shows speed of typist and reveals typing weaknesses of students.

UNIVERSAL MODEL
Heavy duty – with interchangeable carriages of 12"-15"-18"-26"-35" automatic double spacing, paper injector, decimal tabulation.

RIGHT HAND MARGIN JUSTIFIER
Simplest operation for an even right hand margin, with carbon ribbon. Low priced.

LABEL WRITER AND PHARMACEUTICAL MODEL
with split platen for handling 4 rolls of different size labels. Selects and automatically feeds any one label separately

Limited exclusive franchises available in various parts of the United States to Dealers interested in handling highest quality typewriters with unusual selling features.

Write, Wire, Phone: MIKE LEISHIN, President

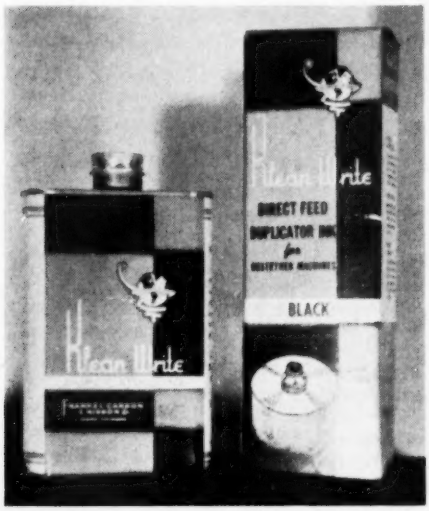
GRAMONT CORPORATION
Sole U.S. Representatives

2756 ROWENA AVENUE, LOS ANGELES 39, CALIFORNIA

top form roller which prevents horizontal streaking and ghosting. The brass Hefty-Roller weighs 2 lbs., four times heavier than the standard rubber rider roller on small Multiliths. The added weight aids in working ink more efficiently, breaks down pigments much more thoroughly and gives better control, more brilliance and sparkle, increased depth and intensity of coverage in solid areas, it is claimed. Other advantages of the new roller are that it prevents uneven inking or skipping, always stays in full contact with the large ink roller, does not wobble, sag, pit, swell or get out of round. It is also available with 1/16" hard rubber covered cylinder. Descriptive folder from above address.

DUPLICATING INKS

Frankel Mfg. Co., 285 Rio Grande Blvd., Denver, Colo., makes Klean Write No. 777-A Miracle-Dry Ink, a trouble-free oil base ink with the advantages of water soluble ink. It dries so quickly



that slip-sheeting is unnecessary. At the same time, Miracle-Dry gives less show-through, permitting mimeographing on both sides of the sheet. This ink works equally well on open and closed drum

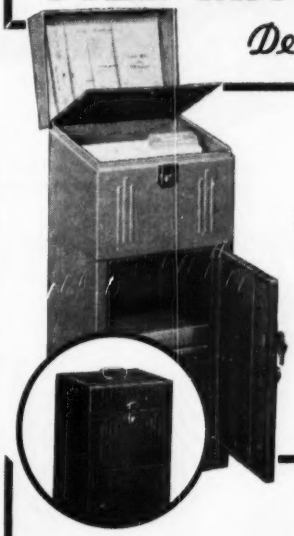
S-T-R-E-T-C-H

your office space!

with

"FILE-MATE"

Deluxe



De Luxe Combination File and Cabinet

A 4-in-1 unit that makes your office do more in less space! "File-Mate" replaces four different pieces—saves space . . . . time . . . money!
1. "Top Secret" Compartment. Roomy secret compartment for confidential documents! Complete with lock and key and titled envelopes.
2. SAF-T File holds 2,000 documents, complete with file folders for fast, tidy filing.
3. Storage Cabinet With shelf to double floor area. Plenty of room to accommodate books, bottles, papers, or many other bulky items.

UNCONDITIONALLY GUARANTEED!

Finest heavy-gauge all-steel construction • Scratch-resistant baked enamel finish in handsome decorator colors • **Dimensions: 12½" wide, 10" deep, 30" desk height.**

For convenient, efficient filing with maximum security—order a File-Mate Deluxe from your office dealer, department store or write for name of nearest dealer.

GOODFREND metal products co.
14815 South Loomis Street
HARVEY, ILLINOIS
Manufacturers of steel specialties

PINK PLASTIC PUTTY... that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

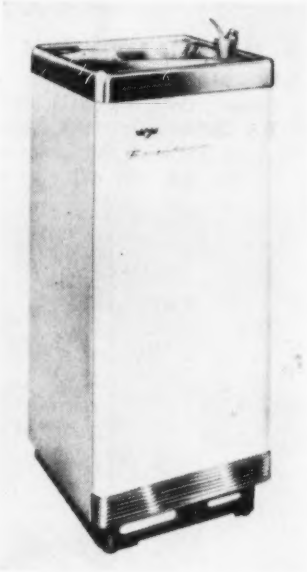
Dealers—write for sample and cost

BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

machines. Klean Write Gestetner Paste Ink is now supplied in attractive lithographed direct feed tubes, as shown at right. No adaptors are necessary since the tube screws directly into the machine and it gives the sharpest, cleanest write.

WATERCOOLERS

Frigidaire Div., General Motors Corp., Dayton, Ohio, announced modifications in its line of five self-contained bubbler watercoolers that offer increased flexibility of application and operation. Units are powered by Frigidaire rotary compressors. Three models have air cooled condensers and two have water cooled



condensers. The air cooled models have a capacity for cooling 6, 12 and 18 gals. of water per hour respectively. The two water cooled models each cools 14 gals. of water per hour, but one of these is equipped with a metal container which encloses all electrical switches and controls in conformance with Underwriters explosion-proof specifications and is designed primarily for the petroleum indus-

Don't Tell the Boss...

Let a FREE TRIAL of the OLD TOWN *Inkless* DUPLICATOR show him how much time and money can be saved.

YES—It's amazing how you can turn hours of office work into minutes. If you need another copy of anything, check OLD TOWN *Inkless* Duplicators.

FAST—Perfect facsimiles, faster than a copy a second.

CLEAN—No inks, no stencils, no plates, no make-ready, no cleaning-up!

EASY—So simple and automatic, anyone can operate.

BRILLIANT—Unmatched legibility of copies, up to 6 colors printed at once.

VERSATILE—Ideal for 6 to 600 copies—from postcards to posters. Replica reproduction of typed, ruled, drawn, or printed material. Letters, memos, forms, records, charts. Re-usable originals.

ECONOMICAL—The least expensive method. Low in first cost, operation and maintenance.

Let an OLD TOWN sales counsellor, trained in office procedures, demonstrate at your convenience the many advantages of the unique OLD TOWN *Inkless* Duplicating method. Use the coupon today.

VISIT BOOTH 136—NSOEA—Conrad Hilton, Chicago
Nat'l Bus. Show, Sec't C—71st Armory, Park Av. & 34th St., N.Y.C.

OLD TOWN CORPORATION
345 Madison Ave., New York 17, N. Y.

Old Town CORPORATION

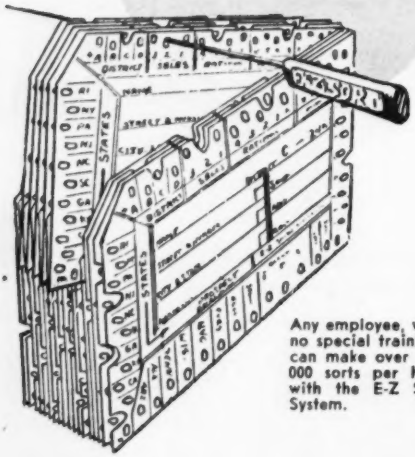
World's foremost maker of carbons, ribbons, duplicators and supplies.

OLD TOWN CORPORATION, Dept. O-9
345 Madison Ave., New York 17, N. Y.
Gentlemen: Please send me complete information on the OLD TOWN *Inkless* Duplicators.

☐ You may arrange FREE trial

Name_____
Address_____
City_____ Zone____ State____

E-Z SORT has the ANSWER to your PROBLEM



Any employee, with no special training, can make over 60,000 sorts per hour with the E-Z Sort System.

CONTROLS . . . SIMPLIFIES . . . EXPEDITES

No matter what records you now keep, you will widen your controls, simplify your systems and expedite whatever work your records control—by switching to the E-Z Sort System.

Let us demonstrate the advantages you can gain with E-Z Sort records, tailor-made for any of your office or plant procedures. Write today for facts.

E-Z SORT SYSTEMS, LTD.
45 Second St., Dept. 3, San Francisco 5, Calif.

Sole MANUFACTURERS of E-Z SORT Systems.
Over 50 Offices to Serve You.

try, chemical and industrial plants where an explosion hazard might exist. Its companion model is designed for locations where dust and lint might clog an air cooled condenser or where room temperatures are excessively high. Other features include foot or hand operated bubbler controls; instantaneous cooling of the water as it is delivered; water temperature control; stainless steel, splash-proof tops; Bonderite-treated steel cabinets, and smart new Coco-Rio Beige color styling. Bottle-type models are also available.

DUPLICATING INKS

Ink Specialties Co., 523 N. Halsted St., Chicago 22, Ill., manufacturers of inks for all types of rotary stencil duplicator machines, introduces a family package design for its entire line of Canode inks.

The striped, wrap-around labels are printed in brilliant chartreuse and black for high visibility and quick product identification. The new packaging is available for all ½-lb. and 1-lb. Canode containers: flat, round and cone-top cans, and plastic squeeze bottles. The same design is lithographed on Tube-Pakt ink for Gestetner duplicators. All Canode inks may be packaged for private brand

what is "packaged arithmetic"?

"*Packaged arithmetic**" is a way to increase figure-work efficiency, provided by the Olivetti Fully Automatic Printing Calculator.

You hand this all-purpose machine any kind of problem (or job) in business arithmetic. It performs all calculations automatically, hands you back all details of the problem, plus the answer, conveniently "packaged" on printed tape . . . quick and easy to check, to file, to attach to work papers.

The only *fully* automatic printing calculator, fully tested in more than 7 years of commercial production and use, it automatically multiplies and divides, is also a complete 10-key adding machine with direct subtraction and automatic credit balance. Versatility and speed make Olivetti's "packaged arithmetic" ideally suited to most business operations. *Proven dependability makes the cost of maintenance contracts lower than for any other comparable machine.*

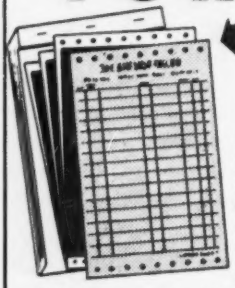
For information, write Dept. BP, Olivetti Corporation of America, 580 Fifth Avenue, New York 36, New York.

olivetti

*(T. M.)

REPLIMAT
ONE WRITE
SYSTEM

SALES & ORDER
FORMS



TOP SHEET OR SECOND SHEET IS YOUR PRINTING PLATE

Form is completed in one writing—and top sheet or second sheet is your printing plate for running off as many copies as you require on your offset duplicator or Ozalid machine.

Only Replimat One-Write System gives you these exclusive advantages:

1. *Can be folded for mailing*
2. *No slip sheeting necessary. Where master printing plate sheet is in second position, no slip sheeting is necessary since the carbon cannot affect or tone the Replimat plate.*
3. *Resists fingerprints*
4. *Eliminates etching*
5. *2-year shelf life guaranteed*
6. *Replimat master can be used on offset duplicator or Ozalid machine*

We guarantee to reduce your costs

The Replimat One-Write System is the ideal money-saver for food, grocery, liquor and package goods order forms; inventory, replacement and spare parts sheets; export-import forms etc.

We also produce marginally punched continuous forms, teletype rolls and all business forms.

We will design an operating system to suit your needs.

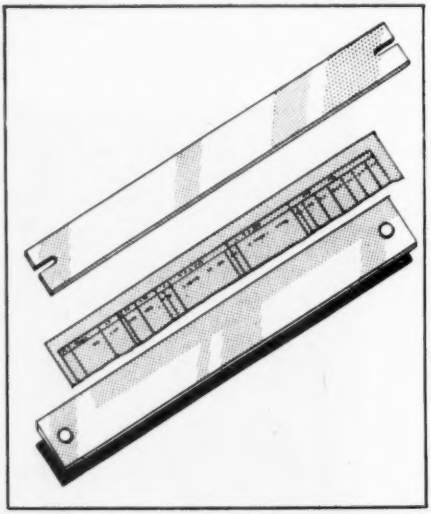
CALL FOR REPRESENTATIVE TODAY!

REPLICA PRODUCTS CORPORATION
Manufacturers of Offset Duplicating Supplies
154 NASSAU STREET NEW YORK 38, N. Y.

distribution under the new labels or using labels supplied by purchaser. Write above address for further information, prices and details on jobber imprints.

COLUMN LOCATER

Monarch Metal Products, Inc., 724 S. Columbus Ave., Mt. Vernon, N. Y., offers the Hughes Column-A-Liner, a two-piece plastic device into which is inserted a paper strip or column headings can be written on the base piece to provide quick and positive identification of position and/or data on tabulated work. It can be used as a reading guide and eliminates need to place column headings on



tabulator runs. Other uses include locating posting position and reading accountant worksheets. Clips are provided to attach it to a punched card tabulator, typewriter, copyholder or posting machine for quick location of typing positions. It holds column headings in reading position with continuous and multiple-copy forms, eliminates errors and saves time. Reverse of the bottom plate is a 14″ ruler. The Column-A-Liner is $1.75 f.o.b. Detroit.

1018-A-DI

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SUPER ELEVATOR FILE

Whether your record volume is measured in tens of thousands or millions, efficiency depends upon case with which you find each record, finish with it and find the next one. Expediting the handling of mass records is the new Diebold Super Elevator File's specialty. This motorized file brings any record to the operator's finger tips within three seconds. Operator remains seated. An automatic filing "V" in each tray speeds finding, referring and posting. Short trays keep all work within easy reach and permit instant division of work. There are no closing operations . . . simply push a button and the file's electric brain automatically delivers the next record by the shortest route.

. . . IN AUTOMOBILE TITLE BUREAU OF CUYAHOGA COUNTY (Cleveland, Ohio)

50% faster! This increase in speed of handling records with Diebold Super Elevator Files means faster service to public and law enforcement officers of Cuyahoga County. Average daily activity includes filing 1,600 new automobile index records in addition to pulling 2,500 for reference, address changes, removal for transfer filing, etc. Operators now enjoy freedom from fatigue formerly caused by walking, stretching and stooping to handle records.

Write today for details about the fastest and most economical way of handling mass records in minimum space.

Certified
Office Machine PAPER ROLLS

The superior quality paper rolls used in cash registers, adding machines and teletypes in offices and stores everywhere!

- tested for micromatic accuracy
- guaranteed for smooth operation
- clean cut, lintless, without splices
- red ink warning marks near ends
- conveniently packaged in individual boxes

AVAILABLE AT ALL LEADING STATIONERS

DEALERS: Write for CASH REGISTER ROLL SPECIFICATION SHEET and prices today!

RITTENHOUSE PAPER CO.
6405 South Wentworth Avenue
Chicago 21, Illinois

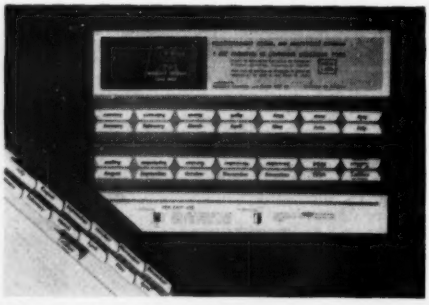
CASH BOX

Goodfrend Metal Products Co., 14815 S. Loomis St., Harvey, Ill., makes the Money-Mate all steel cash box which is divided into two sections. The hinged lid compartment locks with a separate key to safeguard petty cash, stamps, checks, etc. The file compartment is

equipped with follow-block and guides for bills and receipts (and recipes when used in the home). Sturdily constructed of heavy gauge steel, the Money-Mate is available in decorator colors with outside snap-lock and handle. Information on this and other specialties can be had from above address.

BOOK INDEX TABS

Superior Printing & Loose Leaf Co., 900 N. Franklin, Chicago 10, Ill., makes Tabbies which are printed transparent



index tabs in standard sets including alphabets, numbers, months, etc., for indexing ledgers, manuals, directories, etc.,

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STORE YOUR WIDE PLATES & NEGATIVES

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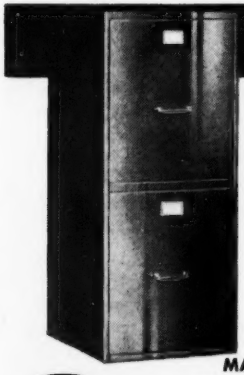
TWO NEW STREAMLINED CABINETS

Mim-E-O #2066 "ROLLAWAY"

Protects and Stores up to 400 Multilith No. 2066 and Davidson No. 233 offset masters and negatives

Scientifically designed to completely protect and file large size offset masters and negatives. Advanced engineering includes corrosion-proof ventilation and vertical filing for elimination of scratching, pressures or other marrings. Gray Hammerloid baked enamel finish makes the Rollaway a handsome addition to any office.

- Ball bearing swivel composition rubber casters for easy, quiet movement.
- Nickel-plated hanger tracks for smooth sliding of hangers.
- Heavy-gauge, all-steel construction.
- Height 26¾", width 19½", depth 28".



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STORES UP TO 1000 MASTERS AND NEGATIVES

Small floor area but tremendous storage capacity for Multilith No. 2066 and Davidson No. 233 masters and negatives.

- Progressive-type suspension of 10 rollers and 6 ball bearings assures free and easy operation always!
- Height 50¾", width 21", depth 28".

MAIL THIS COUPON TODAY

Please send me full details about the new MIM-E-O Offset 2066 Files.

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Company _____

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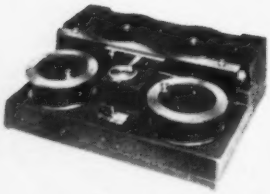
MIM-E-O STENCIL FILES CO. 1214-21 W. Chestnut St., Chicago 22, Illinois

talk about office efficiency!



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COST—a 12-inch line of type or hand lettering yours for less than 5c!

SELECTION—Over 700 styles and sizes from 12 point to big 144 point!

QUALITY—Sharp, black proofs perfect for reproduction . . . yours in minutes!

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SIZE—Only slightly larger than a typewriter! Fits easily on any desk!

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FILMOTYPE

60 W. Superior, Chicago 10
4 W. 40th St., New York 18

either bound or loose leaf. Their transparency allows use on any page without separate divider sheets and even over printed matter. Tabbies can be attached to any weight material including lightweight tissues; are self-adhesive and need no moistening. Tabbies will last indefinitely without losing transparency or causing sheets to wrinkle. Strength is added to indexed pages around the tab area to eliminate tearing but no bulk is added to the indexed volume. Die-cut Tabbies come on letter-size sheets for one-hand application.

MAHOGANY SAFE

Brush-Punnett Co., 545 West Ave., Rochester 11, N. Y., makes the Sentry Cabinet-Safe with exterior of African mahogany trimmed with antique style solid brass hardware. The closely fitted doors open from the front for easy access

to the safe itself. Its design allows placing a safe in executive office, sales or showrooms since unit appears to be a furniture cabinet. It is suitable as an end table, TV stand or occasional table in the home. Outside dimensions are 25¼" high, 20" wide and deep. Interior of safe

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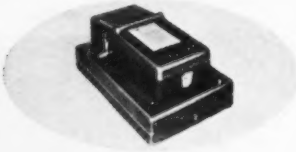
Headliner

FORMS and DEVICES

Leading Stationers watch Hano for headline developments in Autographic Registers and forms, Continuous and Continuous Carbon forms, Snap-a-parts and Marginal Punched Continuous forms. So far in 1954, Hano has made headlines with . . .

Sensational Hano N.C.R. Business Forms with paper developed by National Cash Register Co. Write up to four copies, type up to seven copies . . . no carbon required!



Hano Refolder Registers, the new HUR models, sizes for every need . . . quick, clean, foolproof! Don't miss these and other new Hano items at the NSOEA Show, Chicago, Sept. 18-22.

***New Branch Plant** at Mt. Olive, Illinois, to better serve our midwestern and southwestern dealers with quicker deliveries, lower freight costs. Some dealerships open in South, Southwest and Midwest for established stationers.

PHILIP

Hano Company INC.

General and Sales Offices: HOLYOKE, MASSACHUSETTS
Branch Plant: MT. OLIVE, ILLINOIS

contains 2340 cu. in. protected from fire by vermiculite insulation at temperatures up to 1700° F. Mahogany cabinet will fit all Sentry Safes now in use.

PLATEMAKER, LIGHT TABLE

Robertson Photo-mechanix, Inc., 3067 Elston Ave., Chicago 18, Ill., makes the Star Series Plate Mates designed and priced for office offset duplicator users. The Star-Lite Printer is a rugged vacuum printing frame with Merc-a-lite for high speed, quality platemaking. Its speed is comparable to an arc lamp while overall coverage (17″ x 22″) is more even with no hot spots. A specially designed reflector and proper spacing between the

Merc-a-lite and printing frame eliminates undercutting. The other unit is the sturdy Star-Glo Table patterned after professional layout opaquing and stripping tables. Its cool fluorescent tubes light instantly and provide soft, non-glare illumination. The 16″ x 20″ plate glass is ground on the underside for even light diffusion. The Glo-Table comes equipped with stainless steel straight edges, calibrated for accurate stripping, and a stainless steel T-square. It is compact and can be carried to work areas.

SHELF LABEL HOLDER

Office Products, Inc., 9925 Freeland, Detroit 27, Mich., offers improved Perma-Stik label holders for bins and shelves. Made of Vinylite plastic these are self-adhesive with activated adhesive that

will not dry out, peel or fall off when properly applied. Open on three sides to hold cards many times the width of

label holder. Perma-Stik Label Holders are made in ½", ¾" and 1" widths, all 6" long.

TWO-SIDED MOISTENER

Better Packages, Inc., Shelton, Conn., makes the Counterboy Labelor No. 44 for moistening mounting sheets that are gummed on two sides, or two-sided

gummed tape, in one operation. Brushes and feed table are adjustable for label thickness and to assure maximum effici-

A STAMP FOR EVERY OFFICE AND SHIPPING NEED

The newest in the fast growing line of Sengbusch practical office aids, Sengbusch All Rubber Stamps are really worth shouting about. Your customers will quickly recognize the economy, efficiency and convenience of rubber stamping important papers to get speedier attention and results. Sengbusch furnishes

COLORFUL SALES AIDS *FREE!*

Three colorful snappy silent salesmen will attract customers and create sales for you. Rich gloss finish makes cards easy to keep clean. Equipped with easels and die-cut for attractiveness.

With each 3 card assortment, Sengbusch furnishes, FREE of charge, 300 illustrated circulars with your imprint, and catalog sheets to your needs.

ASSORTMENT "A"
Printed in gloss blue and yellow

ASSORTMENT "B"
Printed in gloss red and yellow

ASSORTMENT "C"
Printed in gloss green and yellow

CARD SIZES 9¼" x 12¾"

Sell the "STAMP OF APPROVAL"- the SENGBUSCH Line!

★ All rubber. No metal to rust — no handles to break.
★ HARD RUBBER handles for rigidity and strength. SOFT RUBBER printing base gives clear-cut impressions.
★ Titles clearly embossed on handle in contrasting color.
★ Refills are packed six in carton to replace stamps sold.

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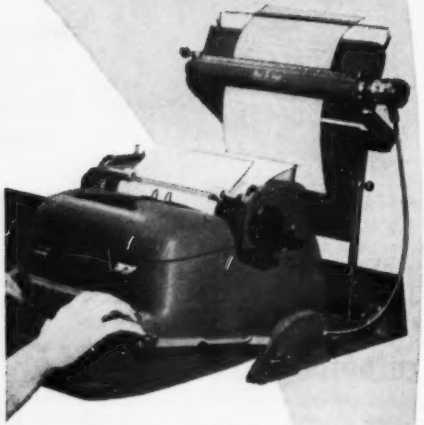
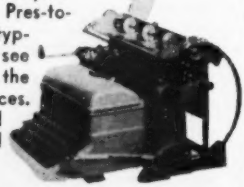
1294 SENGBUSCH BUILDING • MILWAUKEE 3, WISCONSIN

Pres-to-line

THE COPYHOLDER THAT BECOMES A PART OF THE TYPEWRITER



No matter what typewriter you use—*standard or electric*—your typists will produce more work, faster and more accurately, with a Pres-to-line. It operates like the typewriter with no lost motions. And when the day's work is done, it folds with the typewriter into most typing desks. The Pres-to-line's always ready when it's needed to hold a single sheet or a catalog in correct reading position. These features save time, prevent errors and raise your typists' morale. Try Pres-to-lines at just a few typing stations and you'll see why it's preferred in the country's largest offices. Write for illustrated literature and local distributor's name.

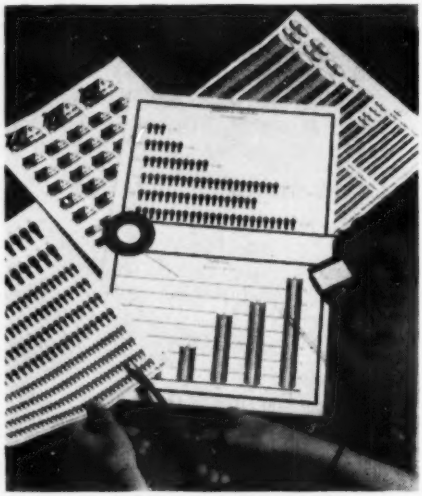


PRES-TO-LINE CORPORATION OF AMERICA
2339 Cotner Ave., Los Angeles 64, Calif.

ency as brushes wear after long use. Brushes are easily removed for cleaning and filling. The Labelor is always ready for use because lower brush feeds water to upper brush to keep water film at tips of brushes. Its low design prevents shifting or spilling. Takes labels up to 4½" wide. Illustrated literature from above address.

GRAPH PICTURES

Chart-Pak, Inc., 100 Lincoln Ave., Stamford, Conn., makes Picto-Paks for illustrating statistical graphs and charts. Designed by the Pictograph Corp. in 25 symbols depicting men, women, coins,



stacks of bills, power, machinery, construction, grain, etc. Other symbols will be available. Each 8½" x 11" sheet contains 68 to 98 symbols of one design in three sizes, 1¼", ¾" and ½" high. In some instances sheets include reverses. Retail price is $1 per single sheet or $8.50 per doz. in any assortment. Picto-Paks are easy to use for charts since they adhere readily to plastic sheets, cloth or paper and can be reproduced by photocopy and offset. They are especially designed for low-cost pictorial charts. Free folder shows symbols available.

WRITING INK

Sanford Ink Co., Bellwood, Ill., are distributing Sanford's Penit Ink in one-fifth bottles with fluted sides for easier handling and equipped with spout caps

for easier pouring. The new package is shown at right in illustration while the individual, distinctive folding carton is at left. This size bottle is easier for women to hold. Complete information from above address.

CARBON-INTERLEAVED FORMS

Pierce Specialized Equipment Co., 350 Peninsular Ave., San Mateo, Calif., offers a free folder, "Miss Tip-Outs Has Something to Show You," describing the user benefits of carbon interleaved forms produced on the Tip-master All-Electric Glue Tipper. The folder shows how Tip-Outs, prepared carbon-interleaved forms, simplify office procedures, provide more accurate work expedited for lower overhead and higher profits. It shows examples of several Tip-Out forms in actual use by a typical business firm. Emphasis is given to the way in which Tip-Outs assure positive control in filling orders, shipping, billing and many purchasing and accounting operations.

File it Fast!
Find it Fast!
with the Visible-80 Filing System

Install these interlocked, easy-to-read pockets in your present file cabinets and they become drawersful of permanent efficiency. Because **"Visible-80"** is as precise as the finest accounting system, you reduce filing and finding time, eliminate misfiling, and realize **savings as high as 300%.**

Visible-80 is different . . . here's why:

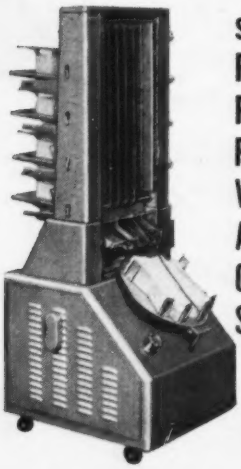
- Titles are on TOP of the pockets where you can read every one of them. No unsightly tabs hide the file you want.
- Channels slide smoothly along side rails and hook conveniently over the spacious durable pockets to form a continuous, suspended series of pockets.
- The channels are joined accordion-fashion so that papers can't slip between pockets. Pockets can be easily added or removed.
- **"Visible-80"** is compact and actually saves space in crowded cabinets. It fits any standard file cabinet or desk drawer, steel or wood!

For complete FREE information on how to have "Visible-80" efficiency in your office, write

FOTOTYPE INCORPORATED

1416 ROSCOE ST. CHICAGO 13

The Collating Machine you've been waiting for!



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PICK-UP!
POWER DRIVEN!
FAST!
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FULLY AUTOMATIC

VERTICAL COLLATOR

Perfect for FAST, ECONOMICAL Collating and Gathering of:

BUSINESS FORMS • CATALOGS • BULLETINS PRICE LISTS • HOUSE ORGANS • MANUALS INSURANCE FORMS • PRICE LISTS—and every other Collating Job!

With the high-speed, fully automatic JCM VERTICAL, one operator working on a 4 part machine does the work of 6 to 10 girls working by hand. Handles any type of paper stock, in sizes up to 11" x 14". JCM Vertical Collators are made in multiples of 4 part units up to 24-stations, with automatic offset-pile delivery as standard equipment on all models.

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Western Offices:
500 S. Clinton St. • Chicago, Ill.
Eastern Offices:
22 E. 29th St. • New York, N. Y.

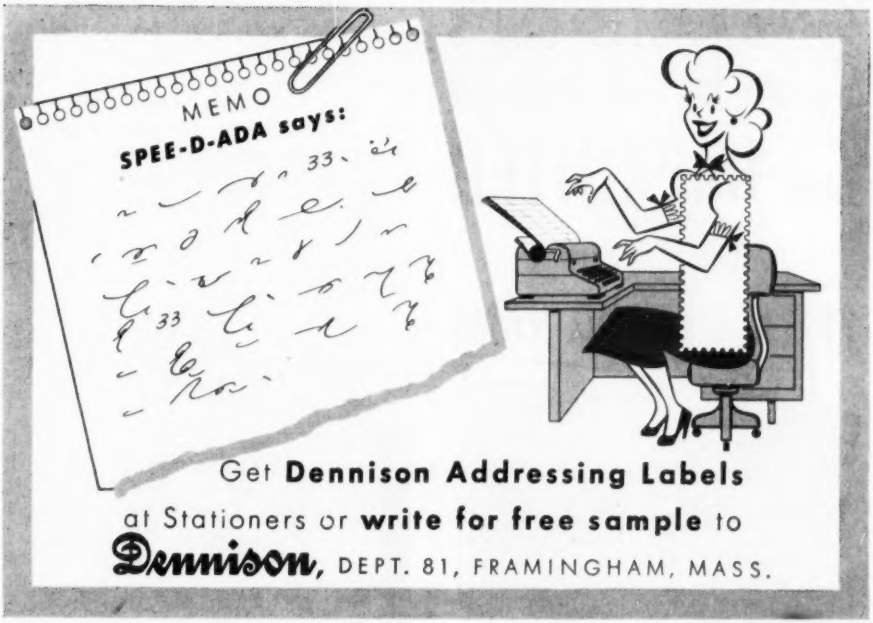
VISIBLE FILES

Diebold, Inc., 910 Mulberry Rd., S. E., Canton 2, Ohio, makes low-cost filing cabinets for Tra-Dex Vertical-Visible record systems. Reference can be made to any record in the file without touching a record. Every record has three visible margins (horizontal, vertical, and diagonal) in which information on the record is always visible in the file. These visible margins also bring faster and better control. The files save many need-

less and wasted motions: no drawers to open and close, no walking to the file, no thumbing through the records, no place marking. The larger of the two new units is a two-tier cabinet housing twice as many records as prior one-tier cabinets. The new one-tier cabinet is available at a greatly reduced cost over prior models. Both incorporate new design and functional improvements, the results of extensive performance studies. Full information from above address.

HYGROMETER

Duplicating Papers, Inc., 230 West 17th St., New York 11, N.Y., offers a free Humigraph to those in the Greater New York area who write for it on their business letterhead telling the type of duplicating machine their company uses. The Humigraph indicates at a glance the relative humidity of indoor areas where paper or stationery is kept.



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Web-Harris, up to 22x34

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MU 6-6310
116 E. 27th St., N.Y.C. 16, N.Y.

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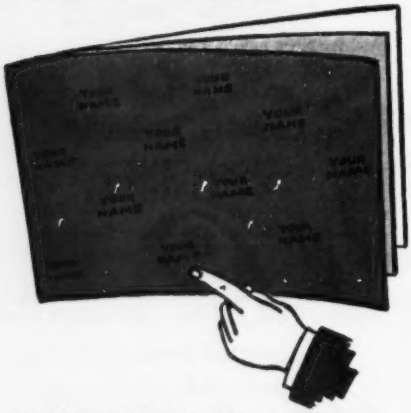
Spirit MASTER UNITS or CARBON PAPER now IMPRINTED with your PRIVATE BRAND NAME



AT NO ADDITIONAL COST OTHER THAN ART AND PLATES

Duplicating carbons should produce the same number of sharp, clear copies every time. You can depend on the *uniform* high quality of Colonial carbons—because for years Colonial has *specialized* in the manufacture of spirit master units, spirit carbons, gelatin carbons and related duplicating supplies. Colonial carbons give longer runs, clearer copies, and above all, *uniform* results.

Send us a sample of your imprint—a rough sketch will do—for quotations.

Colonial
CARBON COMPANY
GENERAL OFFICES • SKOKIE, ILL.

METAL OFFSET PLATE

Columbia Ribbon & Carbon Mfg. Co., 609 Herb Hill Road, Glen Cove, N. Y., makes Colitho Sensitized Metal Plates for offset duplicating which will produce over 5,000 halftone impressions and over 20,000 line impressions. Only one clean, clear solution is required to prepare

these plates for the press. The image is plainly visible after exposure and before desensitizing. The Colitho Sensitized Metal Plate takes as high as 60% less exposure time than conventional plates. Its sensitized acetate surface is easy to identify, since it is colored yellow, which saves time. Full information from above address.

MACHINE STAND

Maso Steel Products, Dept. O, 53 W. Jackson Blvd., Chicago 4, Ill., makes the improved No. 2000-C de luxe all steel stand for electric typewriters and other heavy machines. An elevator device is operated with foot pedal to raise the stand to large rubber casters or lower it

to soft rubber feet, one of which is adjustable for uneven floors. Foot pressure locks or releases the loaded stand to use machine or move it anywhere in the office. Four steel cups and two ad-

justable channels are optional. One or two leaves can be had, level with top or 4½" below top. Top is 18¼" x 19⅝". Drop leaves are 18¼" x 14¼". Height: 27" or 35½". Finished in smooth gray, green or brown baked enamel.

CONFERENCE TABLES

Mutschler Bros. Co., Nappanee, Ind., makes Samson conference tables in period styles ranging from early Jacobean to modern in American walnut or white

oak and of any style, size or height. A series of matching smaller tables are also available. Dealers should write for complete catalog.

ATLAS HAS THEM ALL LARGE AND SMALL

FILING SYSTEMS FOR OFFSET PLATES, NEGATIVES AND STENCILS

FILE-ALL MODEL for the larger offset plates, negatives, x-rays, blueprints to 21" wide by 26" long. May be equipped with 22" patented SHC Hangers especially designed for serrated edge offset plates, PSCC (spring clip type) Hangers for straight edge plates or GIHC (Gripdex) Hangers for group filing.
Constructed of heavy gauge steel, casters and lid with locking stop-arm.
Dimensions: 30" high, 24" wide and 28" deep.

The File-All is just one of a complete line of Vertical Filing Systems. Write for information on the complete line.

See Atlas Vertical Filing Systems at the NSOEA Convention, Booths C-3 and C-4

ATLAS VERTICAL FILING
FOR STENCILS, OFFSET PLATES & NEGATIVES, X RAY ETC

ATLAS STENCIL FILES CORP.
16728 WESTFIELD AVENUE
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FOLD 7500 to 12,000 letters an hour

with the

NEW, PORTABLE BANCROFT Jr.®

Electrically-Operated Hand Fed

FOLDING MACHINE

Put a stop to profit-wasting, slow folding operations! One operator can feed and speed *all* your folding jobs on this fast, accurate folder.

Costly features— yet priced low

- Adjusts quickly to all popular folds: single, double, letter, wallet, accordion
- Takes sheets up to 10" x 15"
- 20 times faster than hand folding
- Easy to set and operate
- Portable—only 28" x 16" x 12"
- Low cost—only $265.00 freight prepaid
- Satisfaction guaranteed

Send for complete Information Today. Dealer Inquiries Invited

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Dept. D., 3622-24 W. Chicago Ave.
Chicago 51, Ill.

RUSH DETAILS on the exciting new BANCROFT JR.

☐ for OFFICES ☐ for DEALERS

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Address _____

City _____ Zone ____ State _____

MAGAZINE RACK

Halverson Specialty Sales, 1221 W. Chestnut St., Chicago 22, Ill., announces the 10-P all steel Magazine Rack in which 30 or more full-size magazines can be conveniently and neatly displayed on a counter or table top. The rack features

practical tilt-backs and has five double-width compartments of 10 pockets, each 13" wide for the maximum number of magazines. It keeps copies erect and in full view for easy selection and replacement. The Halverson 10-P Rack is compactly constructed and mounted on four rubber scratch-preventing feet. It is 27½" wide, 10½" deep and 19" high in gray Hammerloid baked enamel on heavy-gauge steel. List is $17.50, f.o.b. Chicago.

STORAGE CABINETS

Steel Service Mfg. Co., Steubenville, Ohio, makes a complete line of Steel-Pride Storage Cabinets with Jet-Lok construction in which the front, sides and back slide together to form tight, positive, U-turn inter-locking joints along the entire length of each member. This cuts assembly time in half. The Jet-Lok principle gives extra strength and rigidity, and greater protection against pilferage. Made of heavy-gauge steel with a paracentric type lock built

GO PLACES with Weldon Roberts Erasers

(Photo courtesy National Tourist Publicity Assn. for Ireland)

Weldon Roberts Erasers
Correct Mistakes in Any Language

BLARNEY...Yes and No

See Blarney Castle, kiss the famous Blarney Stone and Irish legend hath it that you'll have all the luck in the world! Don't trust to luck with erasers. KNOW that you're getting the finest, best-suited, for your own particular requirements; the erasers that Ireland and all the world know best and use most: Weldon Roberts Erasers. They *Correct Mistakes In Any Language!* At your regular supply dealer's.

121 ELLIPTIC. Soft gray eraser in handy elliptical shape for pencil or ink erasures on all types of work. For office workers, typists draftsmen, artists.

WELDON ROBERTS RUBBER CO., 365 Sixth Ave., Newark 7, N. J.
World's Foremost Eraser Specialists.

ADJUSTEZE typing table

LOWER COSTS!

HIGHER EFFICIENCY!

ADJUSTEZE typing table is **fully adjustable!** Ideal for tall or short employees! Permits correct posture that minimizes fatigue, increases speed and accuracy!

ADJUSTEZE means lower production costs and higher efficiency for the modern business office!

ADJUSTEZE has an all-steel frame . . . durable all-welded construction! 20" by 36" sound-deadening top! Low initial cost! Life-time wear!

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Office Furniture Division • 707 East Vermont Avenue, Anaheim, California

NEW! METAL LOWER FEED ROLLS

1250*-1300-2066
Multilith
Outlast many rubber feed rolls.
Excellent register on any stock.

Once installed no further adjustment needed regardless of weight or finish of stock. No swelling on ends, causing paper to feed crooked into grippers. Less tendency to pick ink and offset work and turn jobs. Machined to close tolerance that never changes with storage in comparison to shrinkage and expansion of rubber. Press tested for past year.

End your feed roll troubles . . .

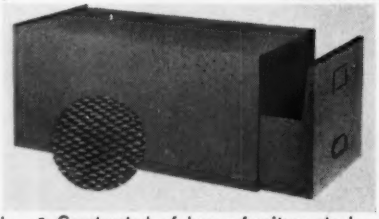
Write for Details! **10 Days FREE TRIAL**

* Specify if your machine has 1 or 3 feeler fingers for sheet trip.

ALLIED LITHO SUPPLY CO.
212 Mission St., San Francisco 5, Calif.

rigidized STEEL TRANSFER CASES

priced to compete with cardboard transfer cases

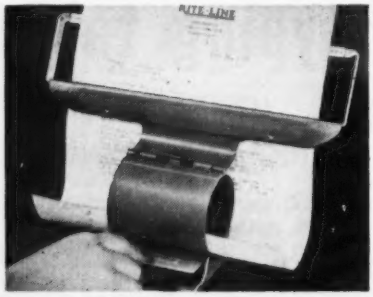


- Constructed of heavy furniture steel.
- Added strength & durability due to the special forming process of rigidizing.
- Available in letter and legal size.
- Baked on enamel finish in lustrous office green.
- Horizontal & vertical stacking feature.

ORDER TODAY!

Visit our Factory Showroom while in Chicago.

TOP FLIGHT PRODUCTS CO., INC.
Manufacturers of Steel Office Equipment and the Famous No. 25 R Steel Transfer Case.
6224 S. Oakley Avenue, Chicago, Illinois
WAlbrook 5-7100



RITE-LINE COPYHOLDER

WITH THE NEW TELESCOPIC EYEGUIDE

Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

FREE TRIAL OFFER. Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

RITE-LINE CORP. 4209 39th Street, N.W. Washington 16, D.C.

Now... ONE KIT solves all your stamp problems!

IT'S... EDMAR

THE AMAZING "Injector"

STAMP KIT

Only **$9.95**

Complete with 12 Stamps

Edmar does two jobs at once - its convenient "Injector" slides supply you with all the rubber stamp impressions you normally use... and its startling beauty graces any desk, eliminating the messy jumble of ordinary rubber stamps. One handsome case holds stamp handle, ink, deluxe stamp pad, and up to 14 "Injector" slides! So simple to use, too! Slip the desired slide into the handle and use. That's all.

See Edmar at your stationery dealer's or--Booth 236 Sept. 18-22

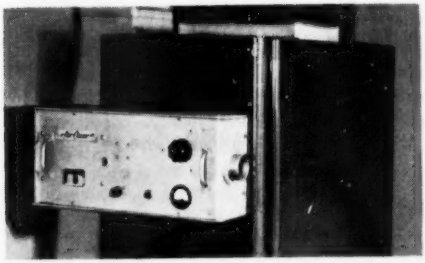
B&M
BANKERS & MERCHANTS, INC.
3229 N. Sheffield Ave., Chicago 13, Illinois

into the handle to lock doors at three places by means of a cam and rods. The line includes a size for every need:

file-high, desk-high and full-height cabinets with single or double doors in office gray or forest green.

ODOR ELIMINATOR

General Ozone Corp., 855 W. Washington Blvd., Chicago 80, Ill., makes the Type CV ozone generator for forced-air



heating or cooling systems. It is simple to install and introduces ozone into the airstream to eliminate objectionable odors from smoking, cooking, etc.

TRADEMARK REGISTERED

Jac-a-desk

The Amazing Desk Stabilizer

Makes Typing Easier, Faster

Typewriters were built to operate on a solid, firm base; any wobble or springiness upsets their precise mechanism. Many typewriter platforms are worn and wobbly causing skipping, piling, poor touch and action . . . in many instances, immediately corrected by JAC-A-DESK. JAC-A-DESK expands from floor to platform, automatically wedge-locking into a support as firm and solid as the floor itself. Typists love JAC-A-DESK because it makes typing less tiring, neater, easier . . . office managers praise its economical efficiency.

JAC-A-DESK expands from 16" to 30" —high enough to support standard height desk leaves.

Up in a jiffy —locks automatically. Non - snag, satin-like finish. No protruding locks or handles.

Sure grip rubber ends. Easy to store.

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1259 So. La Brea Avenue, Los Angeles 19, California
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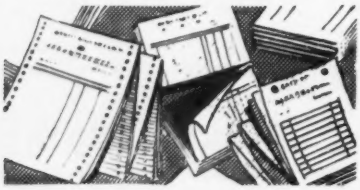
AMERICAN REGISTER CONTINUOUS FORMS

***are your* BEST BUY . . .**



because:

W-I-D-E V-A-R-I-E-T-Y

There are American Register Forms for every step in industry—from purchasing and receiving, through manufacturing, shipping, billing and paying—all designed to speed production.

SPEEDY SERVICE

Modern equipment and trained personnel with years of know-how provide unexcelled service—orders are filled faster—as promised—on schedule.

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Whether you use counter registers, tabulators or billing machines, there are American Register Continuous Forms to fit your needs—perfectly printed, accurately punched and numerically controlled.

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PLEASE SEND FURTHER DETAILS

SHIP TO .....

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Police Say Business Is Too Apathetic to Bad Check Passing

CARELESSNESS and the tendency of business firms to charge off bad check losses as "good will" or "overhead" may be a prime factor behind the "fastest growing crime in the U. S.," according to the police chiefs in 98 cities of over 40,000 population who participated in a survey by Todd Co. Check crooks took between $400 and $500 million last year and this year's losses are expected to approach $600 million. Department stores contributed most, with supermarkets second. Police reported only one-third of the merchants in the 98 cities exercised proper care in cashing checks and only that same proportion fully cooperated with police to investigate and prosecute after they were taken. More than half last year's passers were amateurs with no previous police records. About a fifth were women. Their three favorite methods were: passing completely bogus checks with phony signature or indorsement or both and drawn on a non-existent or collapsed bank account (sometimes on a non-existent bank); forging maker's or endorser's signature on a legitimate check; counterfeiting a legitimate check.

"Know your endorser," was the advice most often given by the police. Other good advice was:

1. Don't cash out-of-town checks.
2. Be especially careful when clerks are very busy.
3. Demand better identification than a social security card or driver's license.
4. Guard blank checks, cancelled checks and check protection equipment carefully.
5. Don't cash checks for juveniles.
6. Don't cash post-dated checks.
7. Don't cash checks written in pencil or checks that show signs of alteration.
8. Don't be impressed by big company names on checks.

TUB FILES FOR 3x5 4x6 5x8 CARDS

Fastest and best method for card reference and pulling. Most economical, too. Cards sit above frame—accessible at comfortable sitting or standing height.

Modern styling. Heavy-gauge steel construction. Equipped with covers and plastic-surface workboard for posting. Available in varied capacities. Send for complete information including name of local TAB representative.

TAB PRODUCTS CO. 57 Post Street San Francisco 4 California

TAB PRODUCTS CO. HAS A COMPLETE LINE OF ACCESSORY EQUIPMENT FOR YOUR TABULATING DEPARTMENT. WRITE FOR ILLUSTRATED CATALOG.

"Paper Punches Every Office Needs!"

CLIX
3-HOLE PAPER PUNCH

Simplest, surest paper punch made. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No adjustments to make, no gauges to set, no places to mark. Insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. $3.75 list.

MODEL 3 . . Punches 3 holes ¼" dia., spaced 4¼" on centers, ¼" from back binding edge — standard spacing 11" x 8½" sheets.

CLIX
1-HOLE PAPER PUNCH

Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 24 in counter display carton. 60 cent list.

MODEL 100 . . . Punches ¼" hole, ¼" from binding edge.

Clix PAPER PUNCH

Order from your Stationer or Office Supply Dealer

NEW ENGLAND PAPER PUNCH CO., NATICK, MASSACHUSETTS

WESTERN REP.—HARRY HENKEL ASSOC., 1355 MARKET ST., SAN FRANCISCO

DEMAND THE BEST IN QUALITY

PROMPT DELIVERY

OUTSTRETCH . . . OUTLAST . . . OUTSELL . . . ALL OTHERS

Conforms to Federal Specifications

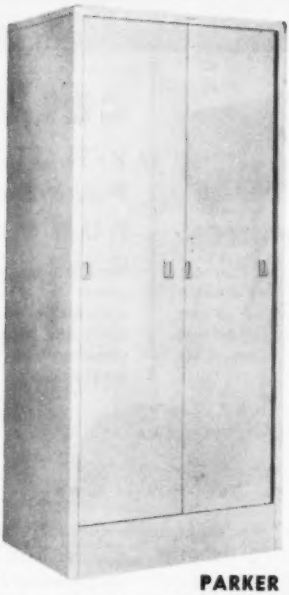
PLYMOUTH RUBBER COMPANY, Canton, Mass.

ELECTRICALLY WELDED HEAVY GAUGE STEEL CONSTRUCTION HELPS YOU SELL THE

PARKER SLIDING DOOR CABINET

FEATURES OF CONSTRUCTION

1—No swinging Doors to block aisle space
2—Adjustable shelves for Storage use or easily converted for Wardrobe use
3—Shelves easily adjustable within cabinet
4—Electrically welded construction throughout
5—Shipped SET-UP ready for immediate use (no nuts, bolts to fuss with)
6—Heavy gauge furniture steel throughout
7—Baked on Enamel finish in Grey, Green or Brown
8—Doors operate on large roller bearings which have continuous smooth operation



A NEW STEEL SLIDING DOOR CABINET—It's a must for business concerns. Saves valuable space — only one of its kind. Sell its many fine points — you'll profit! Sliding doors glide on ball bearings. Electrically welded. Four shelves adjustable every two inches. Available with lock optional to assure privacy. Available in baked enamel finish: Green, Grey, Grained Walnut and Mahogany.

3 CONVENIENT SIZES
6 SLIDING DOOR MODELS

STYLE	DESCRIPTION	SIZE
72SL	Steel Sliding Door, Storage or Wardrobe	72x36x18
72SL-24	Steel Sliding Door, Storage or Wardrobe	72x36x24
42SL	Steel Sliding Door, Storage	42x36x18
42SLG	Glass Sliding Door, Bookcase	42x36x18
30SL	Steel Sliding Door Storage	30x36x18
30SLG	Glass Sliding Door, Bookcase	30x36x18

(Available with lock on request)

PARKER STEEL PRODUCTS, INC.

SEE OUR EXHIBIT—Chicago Convention Booth 346 **60 COLUMBIA ST. • BROOKLYN 1, N. Y.**

Office Production

(Continued from page 94)

provement and lower costs. Where possible, results should be expressed in dollar and cents savings. The simplest and most effective way is to report what your total costs would be today if your unit-cost was the same as it was last year, or five or ten years ago.

Some years ago in my effort to obtain recognition for the accomplishment of our planning group, I worked out a formula whereby I was able to express office savings in terms of sales. It was based upon a net profit of $8 per thousand of sales (new business written). A savings of $1,000 per year was equivalent to $125,000 of sales and a savings of $10,000 was equal to $1,250,000 in new business. Moreover, operating savings recur while new business has to be obtained every year.

The statement has been made that the office machinery industry is several years ahead of the people responsible for the applications. I am inclined to agree, particularly as it pertains to electronic equipment. Our progress in this area, and I feel confident it will

"Oh, Miss Jones, I found your gum!"

MANAGEMENT SEMINARS
Attendance limited to six persons
Five-day sessions • 9 A.M.-5 P.M.
Uses of Electronic Computers
Mechanization Other Subjects
H. A. WARNER
(formerly Technical Director of NOMA)
Box 19, Route 4 Elkridge 27, Maryland

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Specify Desks by Imperial

Imperial DESKS
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SO-1 For 1" Ring Books, 25c ea.
SO-2 For 2" Ring Books, 35c ea.
SO-1½ For 1½" Ring Books, 30c ea.
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MAIL BAGS
SECURITY BRAND
Complete Line of
DELUXE ALL LEATHER
or CANVAS & LEATHER
Mail Bags For Your
Select Clientele
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CAN-PRO Corp.
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be very substantial, will be dependent upon our ability to recruit and develop office engineers of a very high type. Certainly developments in office machinery, particularly in electronics, will play an increasingly important part in the office. The implications will be widespread, having a bearing not only upon stepped-up production but upon the organization structure, job training and employee morale.

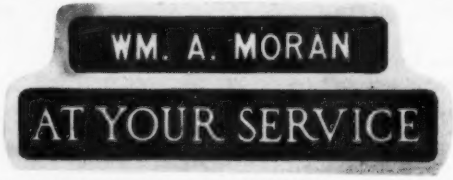
If we should divide the functioning of the human mind into four categories, they might be reverie, rationalizing, routine thinking and real thinking. Because electronic machinery does not retain all the rubbish that the human mind accumulates, the machine never induges in reverie. Neither does it indulge in rationalizing, that technique of warping the facts to suit the purpose. The machine does routine thinking which the human does with his memory. In that, the machine excels the human because of its absolute accuracy and instantaneous result. What the machine does not do is real thinking, which we hope is largely the reason for having the electronic machine in the first place; to free our employees for the real thinking required for programming work.

Increased emphasis will be placed on organization studies, a determination as to what is the ideal organization structure, what changes must be made to attain it, time allowance, availability of qualified personnel to man the major and minor divisions and selection of understudies.

We should make progress, perhaps with the assistance of the psychologist, in improving our technique of selecting office supervisors. In the main, we are still following the traditional procedure of emphasizing length of service and technical understanding of the job. When we learn how to detect potential leadership qualities in candidates for promotion, we will have solved one of

CHANGEABLE NAME PLATES

Raise morale by giving everyone their own personalized name plate. You can afford it with Acme Changeable Desk Signs because they never become obsolete yet always look dignified. Write for catalog and prices on many styles for desks—or for walls, doors, etc.



ACME BULLETIN & DIRECTORY BOARD CORP.
37 East 12th St., New York 3, N. Y.

ROLL-A-LINE

The Aristocrat of Copyholders

EXCLUSIVE FEATURES—Automatic Spacing, Co-extensive Underscored Reading Line, Collapsible. One Year's Guarantee.

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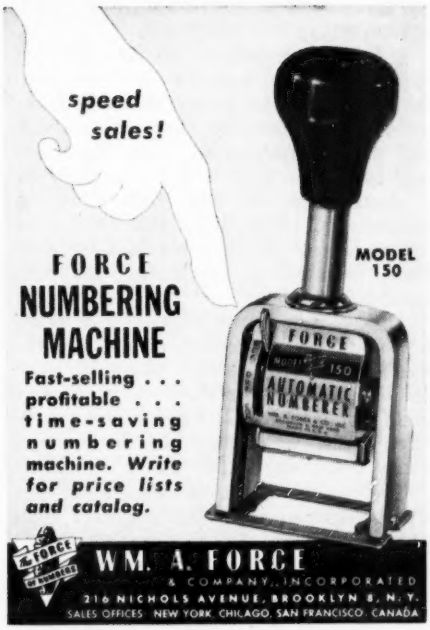
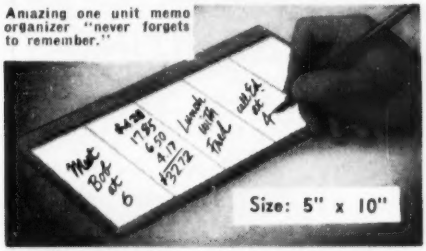


NEW DESK **Expaditer**
Reg. U.S. Pat. Off.

INCREASES OFFICE EFFICIENCY

Amazing one unit memo organizer "never forgets to remember."



The single Expaditer unit replaces all miscellaneous paper cluttering up the desk. Organizes important memos and notes in one place. Speeds work through! Saves Time! Unit holds 400 slit-apart memos (perforated at top), up to half year's use. Discourages wasting costly stationery and forms for scribbled notes. Pays for itself in efficient cost-cutting operation. Put an Expaditer on every employee's desk and see for yourself!

Only $8.10 per doz. (minimum order)
Send No Money! We'll Bill You!
SATISFACTION ASSURED
Exclusively Sold By (Est. 1937)
GOODYEAR PRINTING & STATIONERY CO.
270 Lafayette St., Dept. TF-9, N. Y. 12, N. Y.

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ALL PROCESS, INC.
as
United States Distributor of the world famous
Banda
line of Spirit Duplicating Machines

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ALL PROCESS, INC.
1640 Connecticut Avenue
Washington 9, D. C.

handle papers faster
with
SORTKWIK

apply between fingers and thumb . .

rub in to create tacky film . .

sort, collate, count, file

No more clumsy rubber fingers or messy sponges

Easy to apply, SORTKWIK creates a greaseless, stainless, tacky film permitting handling more papers much faster.

Now widely used in a variety of businesses throughout the country, SORTKWIK is setting a new standard for efficient and speedy paper handling.

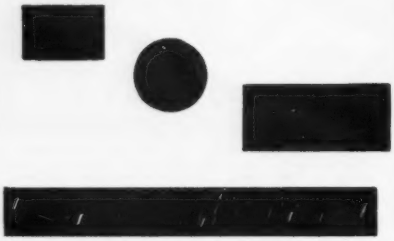
Order a supply from your stationer TODAY! Or send ONE DOLLAR ($1.00) for two regular size containers to try out.

Average 4 months supply

50c.

LEE PRODUCTS CO.
2738 Lyndale Ave. S. Minneapolis, Minn.

HOT WAX SPOT CARBONIZING



Any Shapes—Any Sizes

The new "Hot Wax" process of spot carbonizing eliminates *drying* and *fading!*

It offers flexibility . . . spotting can now be done in all *shapes* . . . and *sizes* up to the unusually large 25x38" sheet.

And practically all paper stocks can now be spotted including *safety stock* and the *gummed side* of gummed stock.

Quotations and samples cheerfully submitted and with no obligation, of course.

General Offices & Plant

U. S. CARBON & RIBBON MFG. CO. Inc.

621-623 Cherry St., Philadelphia 6, Pa.

Established 1895

the most difficult problems in office administration.

I believe emphasis in the field of supervisory and executive training will be away from the formal plans in favor of creating a business atmosphere which will permit and encourage the ambitious and gifted workers to train themselves. I doubt that we can train men in management skills. People develop skills by observing the experts and by constant practice. Opportuntites for both must be afforded.

To an increasing degree, our managements will become aware of the wisdom of providing adequate staff facilities to help promote more effective office administration. I refer to research talent and technicians to advise and assist operating supervisors.

The position of the office methods man will become that of office engineer comparable to that of the industrial engineer in the factory. Large offices will have office engineering departments responsible for selection and adaptation of machinery to production, scheduling of work and conducting research. I hope our universities will envision this trend and offer appropriate courses for the men we will need.

I believe we will reexamine the supposed cost advantages of highly specialized repetitive tasks to determine more accurately the point of diminishing returns. We may find that job enlargement, an antidote to the deadening monotony of simple repetitive work, will pay off in lower unit cost. Production standards for incentive pay will be restricted to those jobs of a highly repetitive nature, while the principle of group work measurement will be adopted for the balance of the organization.

One of the most challenging tasks which confronts the office manager is to relate wages to production rather than time spent on the job. Our office wage policy has been traditionally based upon hours of work with the assumption, which we know is not true, that

this unit uniformly reflects production. Some recognition is given to production in merit rating but the worker has not been convinced that he or she will be compensated in accordance with performance. Work measurement and standards of performance are the tools available for establishing an equitable distribution of the salary fund.

There will be developed equitable standards for the appraisal of supervisors and department heads and their compensation will reflect their relative performance. Increased attention will be given to training in fast reading and adequate tests will be devised to enable us to screen out applicants with substandard reading ability. More industries will develop institutional educational courses along the lines of the work being done by public utilities, banks and insurance companies. As a medium for the development of personnel, these courses have proven most effective.

The changes effected by sound office production management have more than contributed to bring about a rise in our national economy. Future technical advances will give rise to even greater social and economic problems that will affect us all. The need for dealing with these articulately will raise the status of the office production manager for beyond where it is now.—*From an address at the 25th anniversary dinner of the Office Executives Assn. of New York.*

1875-1954

The First Eradicator Ever Made

H. H. COLLINS INK ERADICATOR

BEST BY TEST • STILL THE FIRST

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COLLINS-BENTON CO., INC.

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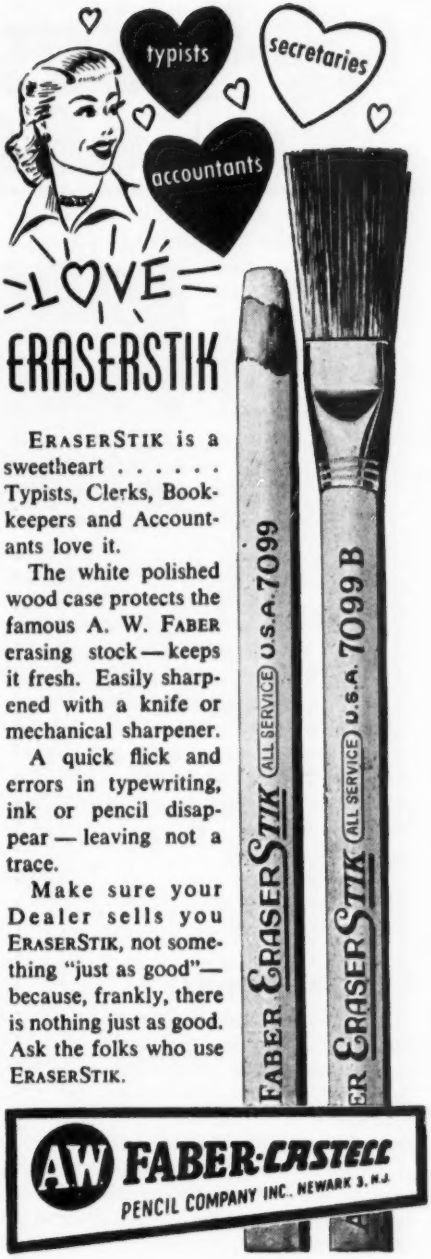

ERASERSTIK is a sweetheart . . . . . Typists, Clerks, Bookkeepers and Accountants love it.

The white polished wood case protects the famous A. W. FABER erasing stock — keeps it fresh. Easily sharpened with a knife or mechanical sharpener.

A quick flick and errors in typewriting, ink or pencil disappear — leaving not a trace.

Make sure your Dealer sells you ERASERSTIK, not something "just as good"— because, frankly, there is nothing just as good. Ask the folks who use ERASERSTIK.

A.W. FABER-CASTELL

PENCIL COMPANY INC., NEWARK 3, N.J.

NEWS of the Office

Management Seminars

H. A. Warner

Seminars on office mechanization, electronic computers, operations research, job evaluation and performance rating, plant and office systems, will be conducted by H. A. Warner at Hursley, Elkridge, Md. Groups are limited to six persons with five full-day sessions on each subject. $250 per person covers all expenses during the five days. Mr. Warner, former technical director of National Office Management Assn., for the last several years has worked with Cardall Associates on problems of office systems and procedures, and the planning of mechanized accounting installations. From 1928 he spent several years developing banking uses for what was then the relatively new alphabetical tabulating equipment. Before that he had been a plant industrial engineer. Literature on the seminars can be had from H. A. Warner, Box 19, Rt. 4, Elkridge 27, Md.

Office Conferences

The University of Wisconsin, in cooperation with the Wisconsin Manufacturers Assn., will present an integrated series of one-day conferences for office managers in Milwaukee beginning Oct. 19. There will be five conferences to April 19. Fee is $15 each. Literature including subjects and conference leaders is free from Industrial Management Institute, Box 2098, Madison 5, Wis.

AMA Workshop Seminars

American Management Assn. held its record management and forms control, branch office operations and space planning workshop seminars in New York last month. Discussion leaders were Dr. Herman Limberg, Bureau of the Budget, City of New York; Robert E. Weil, Bethlehem Steel Co.; William L. Crunk, Reynolds Metal Co.; G. Gilbert Murray, Liberty Mutual Insurance Companies; Edward J. Richardson, Behr-Manning Corp.; T. J. Manzke, Pure Oil Co.

Los Angeles NOMA Show

An office machinery and equipment exposition and inter-city conference will be held at the Biltmore Hotel, Los Angeles, Oct. 25-27, by the Los Angeles Chapter of National Office Management Assn. Exhibit information can be had from R. J. Ingram, Emsco Mfg. Co., Box 2098, Los Angeles 54.

Records Conference

The National Records Management Council joins the Graduate School of Business Administration of New York University to sponsor their First Annual Conference on Records Management, Sept. 20-21. Tuition is $50. Literature from Dr. H. W. MacDowell, New York University, 6 Washington Sq. N., New York 3.

Free Coffee Break

Bankers Life & Casualty Co., Chicago, gives its home office employees 1,500 cups of coffee daily: 9:15 to 10:30 a.m. and 2:30 to 3:30 p.m., which costs the company approximately $525 a week.

Now! New Desk Top Copying Machine Gives You Direct Copies in Seconds!

Makes up to 300 Copies Per Hour at a Cost of Less Than 2¢ Each! No Stencils! No Masters! No Negatives! No Messy Inks! No Vapors!

Saves Time and Money in General Copying and in "One Writing" Business Systems!

It's here! The high-speed, all-purpose copying machine that turns out exact, facsimile copies of letters, invoices, reports—of practically anything typed, written, or printed on ordinary translucent paper—in seconds!

Think of it—copies of 200 to 300 different items, up to 11 inches in width by any length, made in one short hour. Made by a clean, quiet, odorless process that involves no stencils or paper plate "masters"...no messy inks...no ammonia or ozone vapors!

This remarkable new machine is so compact you can locate it anywhere, so versatile you can apply it in practically any type of paperwork operation. It's tailor-made for order-invoice operations, purchasing-receiving work, and similar "one writing" business systems . . . for specialized copying by accountants, lawyers, engineers . . . and for general copying.

The Copyflex Series 100 is made by the Charles Bruning Company, specialists in copying since 1897. Let us show you how it can save you time and money in your office. Mail us the coupon below for full particulars.

BRUNING

Copyflex

Copies anything typed, written, printed or drawn on ordinary translucent paper—in seconds.

Charles Bruning Company, Inc.,
4700 Montrose Ave., Chicago 41, Ill., Dept. 705

Please send me more information about the Bruning Copyflex Series 100.

Name_____ **Title**_____

Company_____

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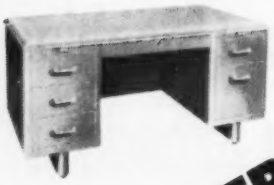
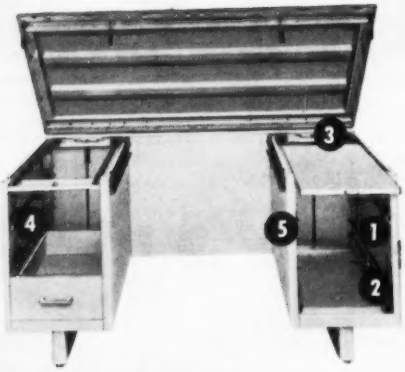
City_____ **Zone**_____ **State**_____



A VERSATILIZED DESK

for personalized office duties



G/W STREAMLINER DESK

THIS NEW VERSION of the famous G/W Streamliner Desk embodies features of individualized service to executives and staff workers.

NOTE these improvements shown in the "open" view above:

1. Nylon glides on box drawers—quiet, smooth, easy operation.
2. Large file drawer rides on progressive suspension—easy operation regardless of load.
3. New positive automatic locking device.
4. New pedestal construction—pedestals are interchangeable.
5. Sound insulation.

THE MODERN STYLING and outstanding design is retained to assure perfect matching with present G/W Streamliner equipment.

SEVERAL NEW and highly attractive colors have been added to the standard colors previously available.

TYPEWRITER MODELS are equipped with the new G/W arc-swing mechanism—a sensational advance in convenience, efficiency and ease of operation.

YOUR G/W DEALER will gladly demonstrate these features; find him in your classified 'phone book listed under "Office Equipment." Or write for illustrated description, Dept. 6-0.

Engineering Specialists in Office Equipment, Systems and Visible Records

Cincinnati 12, Ohio

Automation No Job Threat

A question in the minds of many secretaries attending the annual National Secretaries Assn. convention was voiced by Joan McManus, Indianapolis, who toured Underwood Corp. showrooms with other visiting secretaries. She asked, "Don't all these new, automatic office machines mean fewer jobs? What's going to happen to us secretaries?" Her question was answered by C. P. Ray, Underwood vice president in charge of research. "The fact that there are more than 60 million people employed today, despite steady technological advances, assures office professionals that if full automation or even semi-automation didn't require people to operate machines, Underwood would be designing itself right out of business." Mr. Ray declared that the ultimate objective of improved office machines and methods was to increase efficiency and lower basic business costs. "No one can say that our improved portable typewriter has threatened the art of writing or the pencil manufacturer, despite the many new advantages the portable has brought to the home and school," he reminded the girls. He noted the same held true for advancements in office machines.

Increase Reading Skills

Western Michigan College, Kalamazoo, offered local businessmen a 10-week course to improve their speed and comprehension in reading. The 23 who took it ranged in age from 26 to 62 and averaged a 70% increase in reading speed and a 15% rise in comprehension, according to Homer L. J. Carter, director of the college's psycho-educational clinic.

Republic Rubber's C.A.

F. Stanley Wittenauer was promoted to the newly created position of chief accountant at the Republic Rubber Division, Lee Rubber & Tire Corp. Mr. Wittenauer joined Republic as a production worker in 1939 and subsequently worked in the laboratory. He later transferred to the billing, then to the treasury dept.

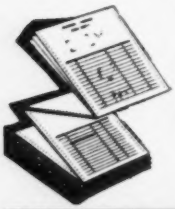
Hudson P&P Executives

John H. Maass has been appointed credit manager of Hudson Pulp & Paper Corp. Mr. Maass has been with Hudson 15 years, having held the positions of chief accountant and office manager. He will retain his position of office manager. Pat Liggera is assistant office manager and David Frankel is chief accountant.

Genevieve Lenz who was selected Secretary of the Year at the annual convention of National Secretaries Assn., received her crown from Ann Sothern, star of the "Private Secretary" TV program. Mrs. Lenz is secretary to Salem G. Mansour of the law firm of Phelps, Gray & Mansour, Niagara Falls, N.Y. At right are Julia S. Robertson, Birmingham, and Nettie Davenport, Chicago, runners up.

NEW "EAZY-READ" MULTIPLE FORMS

Another QUALITY development by American Lithofold. Combines our exclusive "407" bond with special carbon paper. Proved easier to read than old style forms . . . right down to the very last copy.



UP TO 20 COPIES ON ELECTRIC TYPEWRITERS

FREE samples sent on request

AMERICAN LITHOFOLD Corporation
500 BITTNER ST. ST. LOUIS 15, MO.

IT'S VISIBLE

MODEL 41C CARBON COPIES NUMBERING MACHINE

Will make up to 12 good carbon copies.

WRITE FOR DETAILS

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Facsimile Impression

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ATLANTIC AND SHEPHERD AVENUES
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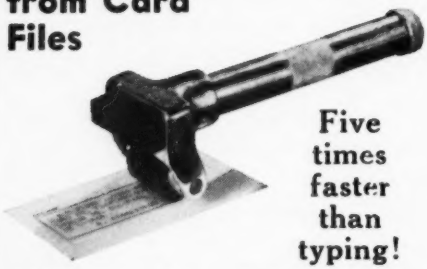
ZIP-O-RITER

Addresses Directly from Card Files



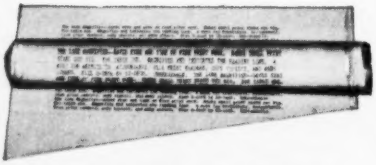
Five times faster than typing!

Addresses any form, envelopes or carton without plates, ink or costly machines. Anyone can use the Zip-O-Riter which prevents copying errors. It's fast, accurate and economical. Write for literature and prices.

ZIP-O-RITER CO.
3046 So. Flamingo, Denver 20, Colo.

LINE MAGNIFIER

Saves Eye Strain



ESPECIALLY ADAPTABLE FOR USE ON STANDARD COPY-HOLDERS

Also can be used on flat desk work. Enlarges fine print or Elite type to easily readable size.

Available in three sizes:

1-inch width — 8" long	@	$3.50
1¼-inch width— 9" long	@	4.75
1¼-inch width—12" long	@	5.75

If your dealer cannot supply—order direct. We ship rated firms open account prepaid—also cash with order. (Dealer inquiries invited.)

Herald Sales
P.O. Box 1753 Fort Worth, Texas

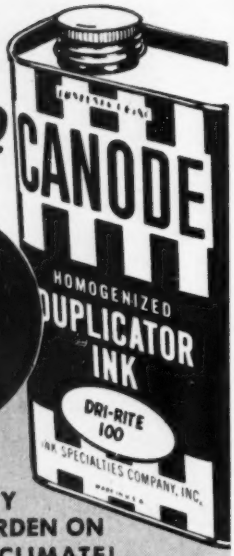
Office Worker Wins First Prize in Paper's Waste Drive

A WIPE OUT WASTE campaign conducted by the Minneapolis Star & Tribune offered cash awards, merchandise prizes and extra vacation for suggestions from employees on how to save money and reduce unnecessary expense. Built around the newspaper's regular suggestion system, the WOW campaign produced 1266 suggestions in six weeks from 517 individuals representing every department. Cash awards totalling $1,610.50 were paid on 199 adopted suggestions.

Competition was stimulated as each department was divided into teams with a captain at the head of each team. Vivian Larson of the circulation bookkeeping department had eight of her 15 suggestions adopted. The winning team captain, based on his team's participation and his own personal effort, was Richard Shultz, circulation bookkeeping supervisor. Each received an extra week's vacation with pay (in addition to their regular three weeks) and all ex-

Poster and box for conservation ideas in the Minneapolis Star & Tribune's Wipe Out Waste campaign.

NEW IMPROVED



DRI-RITE 100

POSITIVELY WILL NOT HARDEN ON PAD IN ANY CLIMATE!

NO OFFSET . . . SMUDGE . . . SLIPSHEETING

New Canode DRI-RITE 100 is the finest easiest-to-use duplicating ink you can buy! On mimeo bond (and some rag stock) it dries as it stacks. New formula and processing give sharp BLACK reproduction SAFELY . . . on open or closed drum duplicating machines. Will not clog pads, harden in cylinders or damage stencils. *Performance GUARANTEED!*

1-lb. FLAT or ROUND CAN
½-lb. PLASTIC SQUEEZE DISPENSER

Write for name of nearest jobber!

INK SPECIALTIES CO., INC.
523 N. HALSTED ST., CHICAGO 22, ILL.

penses paid at a northern Minnesota resort.

To promote the flow of suggestions, merchandise prizes were given at drawings held each week in the employee cafeteria. To become eligible, an employee must have received a cash award during the week for an adopted suggestion, or a Thought and Effort prize chance on a suggestion which, though not adopted, showed constructive thinking and an earnest effort to eliminate waste. About 900 T & E awards were made.

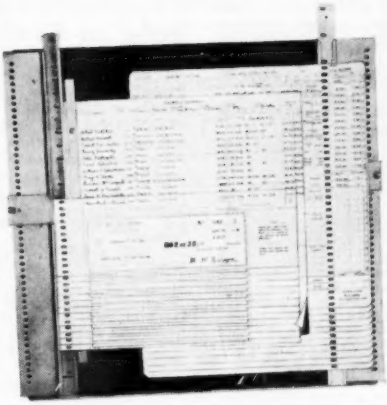
The total eclipse of the sun, visible in Minneapolis June 30, provided a dramatic final curtain to the campaign. Early in the drive the suggestion committee had sent smoked glasses to each employee with the slogan "Let's have a total eclipse of waste at the Star and Tribune!" Ten top suggesters and ten top team captains were guests of John Cowles, president of the Star & Tribune, at a post-eclipse breakfast at the wind-up of the campaign.

Here are a few examples of the prize-winning suggestions:

Equipping country newspaper delivery trucks with a box for correspondence between dealers and the circulation department, thereby providing quicker communication and saving post-

John Cowles (center), president of the Minneapolis Star & Tribune, presents an extra week's paid vacation to Vivian Larson and Richard Schultz of the circulation bookkeeping department. They were grand prize winners in the newspaper's Wipe Out Waste campaign.

It's Here!



Get Maximum SPEED . . ACCURACY . . EFFICIENCY!

—with the New, Multi-Rite®

METEOR

PAYROLL SYSTEM

- Scientifically designed new Meteor Pegboard assures *positive registration!* And the new Meteor Payroll System gives you *8 big new extras* not heretofore available!

Write for Catalog A—get full details about the entire line of Multi-Rite Pegboards and Systems for various accounting procedures.

Established 1900

LOOSE LEAF Cesco EQUIPMENT

THE C. E. *Sheppard* CO.

44-03 Twenty-First St. • Long Island City 1, N. Y.

Econom-Aire single pedestal desk . . . all desks shipped SU for immediate installation.

An all time, low priced quality desk line built to give a lifetime of service and priced for the smallest budget! Wesco's exacting standards show thru in every Econom-Aire detail. Smooth operation, reinforced construction, smart lines, make this America's most competitive desk.

Write today for information on the Wesco line!

WESCO

WESTERN MANUFACTURING COMPANY

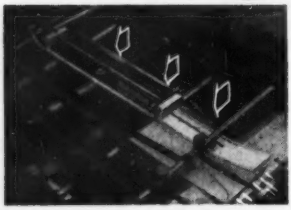
AURORA • ILLINOIS

NEW YORK DISPLAY and REPRESENTATIVE: Arthur Gordon Company Associated, 206 Lexington Ave., New York 16, N. Y. CALIFORNIA WAREHOUSE and REPRESENTATIVE: Mr. F. C. Charles, 2436 East 8th St., Los Angeles, Calif.

Now!

FEED 'GRIEF' Ended!
Run Eps, Small Stock Easily on Davidsons, Multiliths!

Save Time! Cut Costs! Better Work! Try 10 Days FREE!

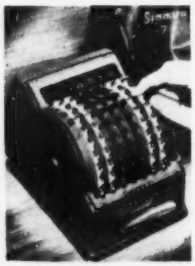


NEW "Visi-Guide" ends pile-ups, press stops! Saves blankets, stock! Fits presses with DAVIDSON DIAGONAL FEEDERS. Installs in 2 minutes, no drilling. Try 10 days FREE. Write today!

LITHO ENGINEERING & RESEARCH
3237 Eastlake Ave. Seattle 2, Wash.

THIS IS NEWS!

$5,000 WORTH OF SUMMIRA ADDING MACHINES



Sold in first 2 weeks!

Direct Subtraction Totals to 9,999,999
Visible total and individual entry dials
Direct finger action—no stylus

Here's what the Summira Adding Machine means to you. If you're an office manager . . . Summira is the first practical, inexpensive, complete adding machine with all the features! Now every single member of your company can have a personal adding machine. If you sell office supplies to businessmen . . . Summira Adding machines were bought to the tune of $5,000 by dealers such as you only 2 weeks after our first mailing to the trade. That shows a lot of faith in the sales potential of these Summiras!

Ideal for restaurants, stores, offices, gas stations, salesmen, and hundreds more.

retail price $39.50 plus tax See us at NSOEA Show booth #332

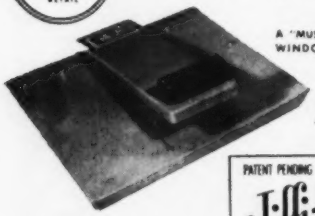
BUSINESSMEN: ask for Summiras at your local dealer or write to our address below.
DEALERS: Choice dealerships still available.

SUMMIRA ADDING MACHINES
Div. of Beutler-Brown Industries
3851 W. Madison St. Chicago 24, Ill.

What's All the Excitement?

Now for the first time an automatic letter folder priced within the reach of all offices. Operates manually with complete assurance of neat, even folds on every letter.

$11.95 RETAIL



A "MUST" FOR USERS OF WINDOW ENVELOPES.

FOLDS 4 SHEETS AT ONCE, NEATLY

PATENT PENDING
Jiffi-fold® LETTER FOLDER

- Simple to use
- Over 1000 letters per hour
- Tested and proven by offices of all sizes.

See us at Booth No. 348 NSOEA Show in Chicago

THE BLANKENHORN COMPANY, Inc.
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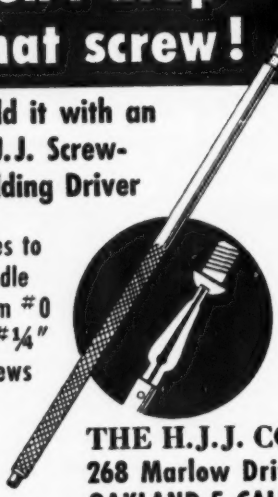
Don't drop that screw!

Hold it with an H.J.J. Screw-holding Driver

Sizes to handle from #0 to #¼" screws



THE H.J.J. CO.
268 Marlow Drive
OAKLAND 5, CALIF.

age.

A suggestion on practicing good public relations and courtesy which was so well written that it was reproduced for posting on bulletin boards. It was an idea to "save" customers.

A regular inter-department memo listing staff writers and photographers scheduled for out-of-town trips, so that they could be requested to pick up other stories and pictures needed by someone else.

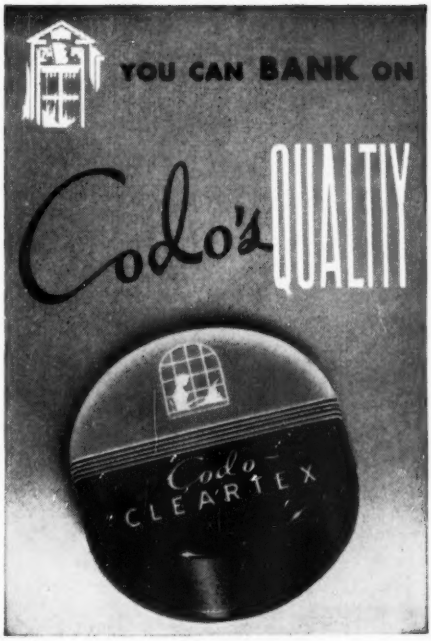
Stop using legal size stencils for printing letter size bulletins. Instead use the shorter stencils which are made for such jobs.

Distiller's Payroll

(Continued from page 83)

2. Regular hours print on earnings record.
3. Regular hours print on employee's pay statement.
4. Regular pay prints on payroll journal.
5. Regular pay prints on employee's pay statement.
6. Regular pay prints on earnings record.
7. Regular pay adds into crossfooting total for computation of gross and net pay.
8. Regular pay adds into another crossfooting total for computation of earnings to date.
9. Regular pay adds into accumulating total of regular earnings for all employees on that payroll.
10. Regular hours add into accumulating total of regular hours for all employees on that payroll.

The operator never has to worry about whether or not she is in the right column; that is taken care of for her. Checks are automatically dated, protected, consecutively numbered and stacked by the machine. All entries on payroll journal and check register, earnings record, employee's pay statement and on the check itself are in original print. All earnings and deduction fig-



INKED RIBBONS

For: TYPEWRITERS • TABULATING & BOOKKEEPING MACHINES • ADDING MACHINES • ADDRESSOGRAPHS

Office work runs smoother when Codo Carbons, Ribbons and Hectograph Supplies are on the job. Codo's High Quality proves itself in sharper, cleaner work and longer service. It's just *good business* to specify CODO.

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Factory: CORAOPOLIS, PA.
401 Wood Street, Pittsburgh 22, Pa.
40 E. 40th St. New York 16, N. Y.
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MULTI-COUNTER THE MODERN WAY TO TALLY

Items sold, inventories, payroll — count anything in any business — accurately and fast. Anyone can count correctly with inexpensive Multi-Counters which last for years. Write for literature and prices.

Made with any number of counters

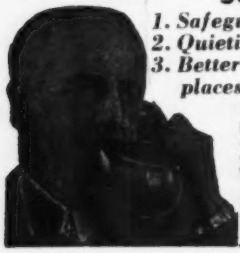
MULTI-COUNTER MFG. CO.
401 Broadway, New York 13, N. Y.

For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a *"Futuristic"* 5-Star Platen for Best Results

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

3 PHONE PROBLEMS SOLVED



1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
65 Madison Ave.
Rm. 710, New York 16

ures for the overall payroll accumulate automatically while posting. Notice that we have no fewer than 11 deduction totals as well as six totals of hours and earnings.

The payroll is written at a high speed —better than 125 checks (and all other records) an hour. When it is finished, the records are, of course, in final and easily readable form.

The same summary cards, for labor distribution, are inserted into a feed box on the 145 machine. Its keys from A to S are used as analysis totals. The operator runs through an employee's summary card, entering each amount of labor distribution into the proper key. For example, in distillery payrolls, Utility Dept. goes into the A key; Mill and Meal Dept. goes into the B key; Mashing and Yeast Dept. goes into the C key, etc. When all summary cards for a given payroll have been processed, each total is cleared on its own distribution ticket which is used as a medium for posting to labor distribution accounts, as will be seen below.

What do we do when there are not enough totals on the machine to distribute to all classifications? For payrolls that have a great many different distributions, we simply make a primary hand sort of the summary cards according to general distribution section. Operator then makes several different runs on the machine, clearing her totals each time. Keys are used to represent one set of accounts on one run, another set of accounts on the next. We could use keycaps to make this change, but this is unnecessary since the operator always knows what she is using the keys for.

It might be asked whether an employee's summary card could not contain distributions that would not all be in the same general section, but would cross over from one section to the next. Generally, any given employee's labor will fall within one general section. If it does not and he still has labor to be distributed in a second section, his card

The ROL-RACK

with FIVE FEET of Shelf Space!

A BOON TO Purchasing Agents, Accountants, Lawyers, Engineers, Brokers, Hospitals, Librarians, Educators, Professional Men and Women.

Sturdy and Durable

Made of choice selected 1¼" hardwood. Sloping shelves angled for title reading, *doweled* and *bolted* to insure durability. Side-riveted swivel casters with resilient rubber tires which roll smoothly with a full load.

Dimensions: 32" long, 13" wide, 31" high
13" between shelves

Satin Walnut Finish or Natural wood Finish.

This **BOOK TRUCK** was designed to sell for **$69.50,** but because of economies effected by mass production in our own factories, they are being offered at this **low, low** price.

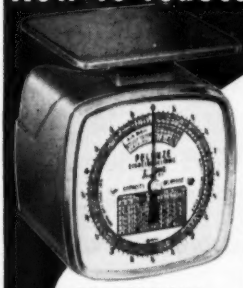
$49.50

F.O.B. Factory, Stamford, N. Y.
Weight 50 Lbs.

HEARTHSIDE INDUSTRIES—A Division of The Grolier Society Inc.
2 West 45th St., New York 36, N. Y.

Attractive Dealer Franchises Available

How to reduce *MAILING COSTS* in *YOUR* office!



Z-2 and Z-5 5½" high —2 lb. and 5 lb. by ½ oz. —for all classes including Parcel Post

If your office isn't a "one typewriter" office, it shouldn't be a "one scale" office either, or your mailing costs will be too high. To save loss of time (and money), confusion, return of mail for lack of adequate postage, place one of these attractive, convenient Pelouze Postal Scales on the desk of every secretary. Use the right scale for the right purpose—the new one pound accurate N-1 PRINCESS showing exact postage for first class and air mail; the durable, dependable Z-2 in either 2 lb. or 5 lb. capacity with dial showing exact weights for all classes of mail including parcel post by zones—larger Y-Line Scales with capacities up to 50 lbs., for shipping rooms.

N-1 Princess only 4" high 1 lb. by 1 oz. $2.95 list

To stop office confusion, errors and rushing around at mail time, order several of these accurate, low cost Pelouze Postal Scales today.

Stocked by all leading stationers.

PELOUZE MANUFACTURING CO. 1236 Chicago Avenue Evanston, Illinois

Substantially Reduces

NOISE

of Keyboard Graphotypes

SOUNTROL Noise Reducing Hoods, the result of many years' research by acoustic engineers, protect workers from tiring noise—increase production and work accuracy. Your Graphotypes can be relocated for better work flow when noise is eliminated and machine's appearance is improved. SOUNTROL Noise Reducing Hoods do not increase floorspace, retard ventilation nor interfere with machine servicing. Write for full information today!

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Cleansing Cream

Hectograph, mimeo and duplicator ink stains removed in 30 seconds! Pleasant, effective! Kind to hands; won't injure nail polish. Available in 6 oz. tubes, ½ lb. jars, 1 lb. cans or jars. Dealers write for complete catalog!

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Complete Selection of

ADDERS, CALCULATORS, TYPEWRITERS, BOOKKEEPING MACHINES, ADDRESSING EQUIPMENT

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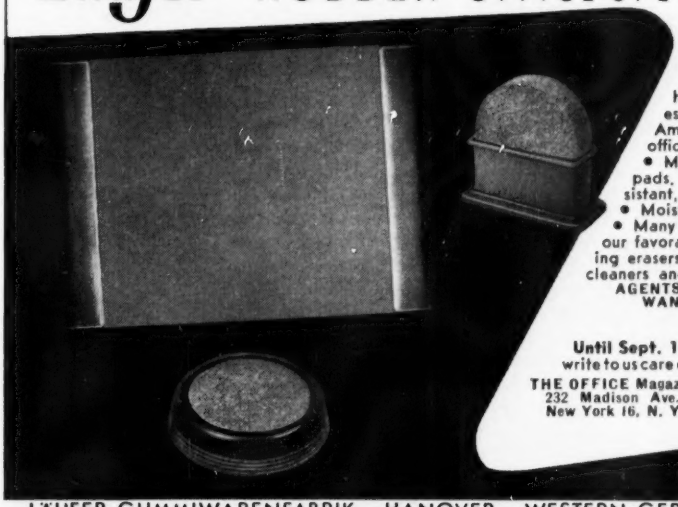
Cable "ADDBOOKAL"

is placed with the cards for that second section and automatically taken care of when that section is processed. Overall distribution totals are proved to payroll totals for each payroll.

Distribution tickets which are the final result of labor analysis on the 145 are now used to post the labor distribution ledgers each week on the 31 machines. Hours and amount are entered, previous monthly balances for hours and amount are picked up, and the new monthly balances print automatically. Overall totals accumulate in the machine and are proved at the end with the overall totals accumulated on the 145 distribution run for that payroll. Since these ledgers are always up-to-date, we can immediately answer a question like "How much has it cost us for direct labor in the fermenting department at the L & G distillery so far this year?"

Läufer RUBBER OFFICE SPECIALTIES



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• Matton desk and writing pads. Attractive, slide-resistant, finest surfaces.
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AGENTS & REPRESENTATIVES WANTED FOR ALL STATES AND TERRITORIES.

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From Sept. 17 see us at the Palmer House, Chicago, during the National Stationery & Office Equipment Assn. convention.

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NEWS of the Industry

Borroughs General Manager

Tracy Call

Appointment of Tracy Call as general manager of Borroughs Mfg. Co., Kalamazoo, Mich., was announced by Douglas F. Roby, president of American Metal Products Co. of Detroit, of which Borroughs is a subsidiary. Mr. Call was formerly controller of Borroughs Co. In addition to its line of storage bins, Borroughs has been manufacturing a rapidly growing line of metal office furniture since 1952. Currently, the company is in production on a new development in simplified steel shelving, Borroughs Unitized Flexi Steel Shelving. It has been necessary to install special equipment and increase manpower to handle production of this addition to Borroughs products.

1955 NOFA Convention

National Office Furniture Assn. will hold its 1955 convention at the Conrad Hilton Hotel, Chicago, March 20-23. Information on registration and exhibit space can be had from NOFA at 327 S. La Salle St., Chicago 4.

Underwood Dealer Manager

Promotion of Frank R. Dellitt as sales manager, dealer division, of Underwood Corp. was announced by W. F. Arnold, vice president. Mr. Dellitt, recently branch manager of the typewriter and office machine firm at Rockford, Ill., was brought in from the field especially to head up the company's national campaign for its new portable typewriter line as he is considered an expert in merchandising this product.

Heads Ozalid's Office Sales

Louis A. Swain

Ozalid's increasing importance in the office copying field received new recognition with the appointment of Louis A. Swain to the newly created post of director of office equipment sales, according to Lewis P. Naylor, general sales manager of Ozalid, A Division of General Aniline & Film Corp. Ozalid is adding new dealers every week to handle the sales and distribution of the Bambino, desk-top copying machine. Mr. Swain will be responsible for the direction of this expanded market coverage. Mr. Swain joined Ozalid in 1947 as Atlanta office supervisor, was made office manager in 1948 and branch sales manager in 1949. In 1952 he was appointed assistant to the general sales manager.

For Bates in Canada

Stanley M. Babson, vice president and sales manager, Bates Mfg. Co., announced that Lee Gamel, who was Bates representative in Kansas City covering Minn., Iowa, Mo., Kans., Nebr. and the Dakotas, has been promoted to resident representative for Canada at Toronto. Loyal D. Carlon replaces Mr. Gamel with headquarters at Overland Park, Kans.

BATES NUMBERING MACHINES
The world's standard for excellence.
BATES REFILL
5000 rustless Brass staples each loading.
BATES MODEL C STAPLER
Makes its own staples. One loading—5000 staples.
BATES MERCURY STAPLERS
Wide range of models for every requirement.
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Easiest action, large waste container. Compact, economical.
BATES quality is an assurance of long life and customer satisfaction
BATES MUNKES SILENT STAMP PADS
Reversible, renewable filler for long life, clear impressions.
BATES SAMSON PUNCH
Powerful, easy to use—perforates up to ¼" of paper.
BATES AUTOMATIC EYELETER
Feeds, inserts and crimps eyelets in one automatic action.
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Data desired is instantly before you.
All Bates products give lasting satisfaction and represent the highest standards. Backed by 60 years of manufacturing experience.
BATES STAPLE REMOVER AND PUNCH
Instantly removes any staple. Punches a hole up to a thickness of eight pieces of paper.
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BATES NUMBERING MACHINES—STAPLERS
LIST FINDERS—PERFORATORS—EYELETERS—ETC.

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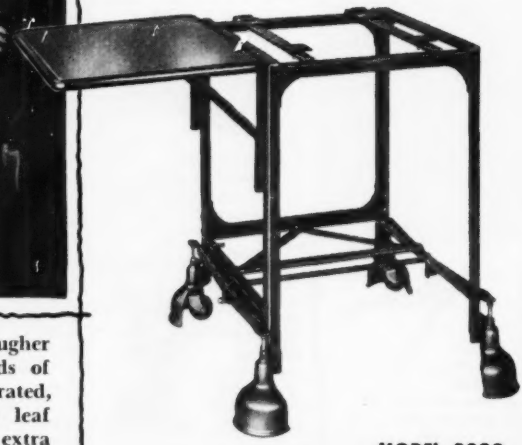
MISS OFFICE EMPLOYEE...

TIFFANY STANDS

for heavy duty Office Machines!



MODEL 9000

At last... here are larger, tougher stands to satisfy the demands of heavy, portable, electrically operated, office machines. Huge drop leaf affords large working surface; extra V-type cross bracing gives extreme rigidity. Rollers on caster retracting device offer easy retracting operation. It's operator's and management's best buy.

*T. M.

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WHAT TON-TESTED* MEANS TO YOU

Tested under 3200 pounds pressure, Tiffany Stands were found to be in "as new" condition. They guarantee machine protection and are practically impossible to tip over accidentally.

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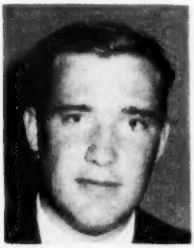
AT BETTER DEALERS EVERYWHERE

Join Wausau Sales Staff

Harold R. Knott, vice president, Wausau Paper Mills Co., announced the appointment to their sales force of Folke Becker Jr. and Joe H. Rye. Mr. Becker takes over the territory immediately west of the Mississippi River, while Mr. Rye



Folke Becker Jr.

Joe H. Rye

has the west coast territory. Mr. Becker did sales promotion work after completing a training period at the mill. Mr. Rye brings with him a wealth of knowledge and experience gained through his years of association with International Paper Co. followed by his connection with Lewis-Brownville Sales, Inc. He will be located in Arcadia, Calif.

Friden's Holland Plant

Purchase of a subsidiary manufacturing company in Wageningen, Netherlands, was announced by Friden Calculating Machine Co. The firm will be known as Friden Business Machines, N. V. President Walter S. Johnson, who has made three trips to Europe in the last eight months studying investment conditions, reported completion of negotiations and said manufacture of Friden Calculators and Adding Machines would start on a small scale within a few months.

National Business Show

The Golden Jubilee National Business Show, which will open Sept. 27 in New York's 69th and 71st Regiment Armories, will have decorations in semi-billboard style. This will be one of the first of the country's major expositions to adopt this type of decoration, according to Rudolph Lang, managing director, and it has been made possible by the physical features of the 71st Regiment Armory which affords wide sweeps of unobstructed space. Through the use of see-through center section construction, traffic flow will be promoted and the visibility of all exhibits heightened.

Last year almost 30 organizations distributed invitations to the Show as a service to their members. Many more professional groups have indicated their desire to participate this year. Among them are: American Association of En-

This year's Golden Jubilee National Business Show will be designed in semi-billboard style to take advantage of the wide, unobstructed space in New York's 71st Regiment Armory. See-through center sections will be used in both 71st and 69th Regiment Armories where over 240 exhibits will be on display.

This forceful point-of-sale adding machine display is offered to dealers without charge by Swift Business Machines Corp., Great Barrington, Mass. Made of plywood in brilliant colors, it holds three Swift Adding Machines; measures 24" x 20" x 22".

gineers, Institute of Radio Engineers, Conference of American Small Business Organizations, New York Personnel Management Assn., Assn. of Consulting Management Engineers, and Sales Executives Club.

Production has begun on a catalogue of exhibitors' products and services for use of major customers and buyers in the field. This catalogue, Mr. Lang said, will be distributed to leading corporations around the country, to business libraries and other reference points. He stated that requests for the catalogue had been received from many such organizations.

Meilink Promotions

Two appointments at Meilink Steel Safe Co., Toledo, were announced by Stanley Akers, president. C. C. (Chet) Penske, eastern sales representative for Meilink from 1938 to 1942 and assistant sales manager from 1947 to 1953, was appointed sales manager, succeeding E. F. (Ed) Daily who was assigned to special duties. Mr. Penske, widely known among office equipment dealers, was for five years prior to 1947 sales manager for Martin Bros. Box Co. For the past 16 months he has been vice president and sales manager of Harper Mfg. Co. Mr. Daily, associated with Meilink since 1939 as sales manager, now has under his direction all contracts and special accounts.

Burroughs Buys Tube Plant

Burroughs Corp. announced acquisition of Haydu Brothers of New Jersey, Plainfield, N. J., manufacturers of electronic tubes and components. The company will continue operations under George K. Haydu, formerly president, who has been named general manager.

Royal Controller's Office

E. T. Quinn, controller for Royal Typewriter Co., announced two promotions: Eugene T. Sheridan, formerly tax executive, has been named manager of the

Typical of the 44 dealer sales clinics of Victor Adding Machine Co. is this one in Jackson, Miss. It cost Victor about $30,000 for the 744 dealers who attended and, according to D. Lloyd Allor, director of sales training, it has increased sales.

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Scientific know-how and research make ROSE products the highest in performance and dependability.

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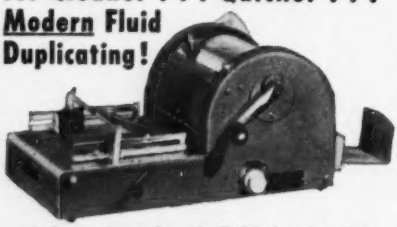
BUY REX-O-*graph*

for Cleaner . . . Quicker . . .

Modern Fluid Duplicating!



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- Postcards to 9"x14" size . . . tissue to card stock!
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C-THRU *Ruler Company*

HARTFORD, CONN., U.S.A.

company's newly created budget department, and Howard F. Sweeney, formerly assistant tax executive, assumes the position of tax manager. Mr. Sheridan became associated with Royal in 1920 as accountant and tax expert. In 1947 he was appointed tax executive. Mr. Sweeney began his career with Royal in 1931 as a bookkeeper in the accounting department, and transferred to the tax department in 1936. He was named tax accountant in 1947 and in 1951 he was appointed assistant tax executive.

Svestka Opens U.S. Firm

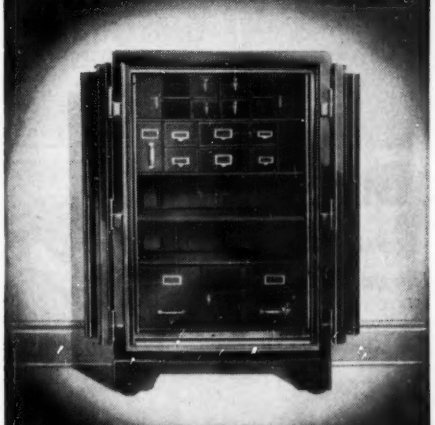
M. J. Svestka

M. J. Svestka entered the office equipment field when he took over the business of his father who had introduced Underwood Typewriters into Czechoslovakia at the turn of the century. He expanded the Prague firm to include distribution of Olivetti, Totalia, Barrett and Marchant machines. When the Reds took over the country in 1948, Mr. Svestka had 182 employees. He came here in 1949 and his 30-year background in the office field caused him to invent the Secretary's Secretary, which will be marketed by his Mirsa Co. of U. S., 1475 Euclid St. N.W., Washington, D. C.

Filmotype's Chief Engineer

To facilitate development of improved handlettering and type photo composition equipment, Donald K. Jewell has been appointed chief engineer of the new products division of Filmotype Corp., Chicago. Accessory equipment will be designed to complement the Filmotype, most widely used handlettering and type photo composition machine for headlines and display work. Mr. Jewell's background includes over 15 years of engineering experience. As a registered professional

Inside Stuff...
ON MEILINK SAFES



Inside this Meilink B label safe you see a certain combination of drawers, shelves and open space. Such a combination might or might not suit you. But one can be "tailor-made" to your needs for it is a Meilink specialty to provide an almost unlimited variety of interior arrangements. Your Meilink dealer will help you. Look in the Yellow Pages or write Meilink Steel Safe Company, 1672 Oakwood Avenue, Toledo 6, Ohio.

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Please send me your folder on Hercules insulated steel files.

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*Street*_____ *Zone*____

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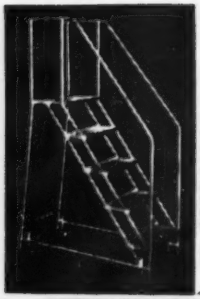

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For Filing Rooms, Stock Rooms, Vaults. Strong—Easy to Move, Easy to Climb.
Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 7 heights—3 widths. Send for Circular 53-O and prices.
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Burroughs

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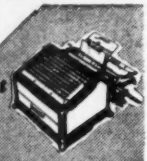

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engineer in Illinois, he has served as chief engineer for Pollak & Skan Photographic Industries. He has also been a consultant for Minneapolis-Honeywell, Bell & Howell, Victor Adding Machine Co., Pioneer Gen-E-Motors and Whirlpool Corp.

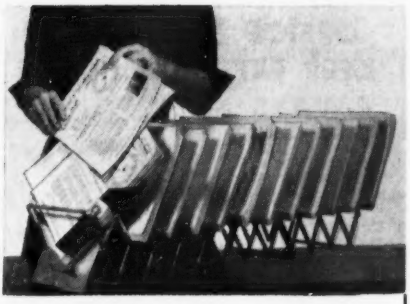
Eberhard Faber Salesmen

Eberhard Faber Pencil Co., in line with its stepped-up sales program, has added seven men to the sales force. William G. O'Connor, formerly with Columbian Bronze Corp., as assistant to the sales manager, will cover the Brooklyn-Long Island territory and make his headquarters in the New York district office. Thomas A. Varnum has been operating in the Rocky Mountain area and makes his home in Denver. He was previously with Kenwood Mills. Gerald F. Van Volkenburg will be located in Los Angeles and do industrial selling in the southern California territory. He had been associated with W. B. Massie Brokerage Co. in Los Angeles. John T. Paul, formerly with Steinhardter & Nordlinger, has been calling on the trade in eastern New York State. Glenn W. Dahl will take over coverage of southern Wisconsin, working out of the Chicago district office. John A. Falcon will call on customers in Mississippi, Arkansas, Western Tennessee and, along with Tom Riley, on dealers in

Hamann Calculating Machine Company's booth at the NOMDA exhibit. Bruno Buinevicius, Hamann president, is seated in center. The firm distributes Hamann Calculators and NFI Adding Machines in the U. S.

FASTER COLLATING

★ One user reports 5,300 sheets an hour gathered by one worker!



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★ Jogger, also aluminum, fits on end of any TU Rack, as shown. Worker drops sets of gathered sheets criss-cross into Jogger. As hand lifts forward to resume gathering, handle is tapped—and sets jog neatly, ready for removal.

GUARANTEED to produce quicker and more accurate results than any other collating aid on the market.

SHOWN: 12-section TU Rack with Jogger. Rack is $16.50—Jogger $10.00. 7 other Racks from $10.00 to $25.00, depending upon style (vertical or horizontal), and number of sections.

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Are you satisfied with just any kind of a letter? Or are you one of those particular people who take pride in the clean, good looking letters they send? Any letter is only as good as the machine it is written on, and with the OLYMPIA SM 3 De Luxe Portable you just cannot type anything but a perfect letter. Its selection of sharp, clean type faces and mechanical perfection guarantee perfect typing. Besides it is strong and durable . . . built to give you years of satisfactory service.

It makes clean, sharp carbons and has many exclusive features not found on other machines. And in looks it's a beauty.

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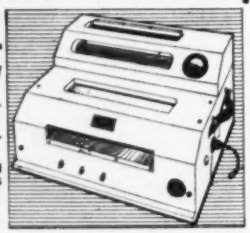

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Manufacturers of dry and wet process photo copy equipment.

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* **YOU CAN STOP LOOKING.**
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Louisiana. Arthur C. Mullen has been operating in the New Jersey territory for the past few weeks, after being transferred from Long Island.

Copease Incorporates

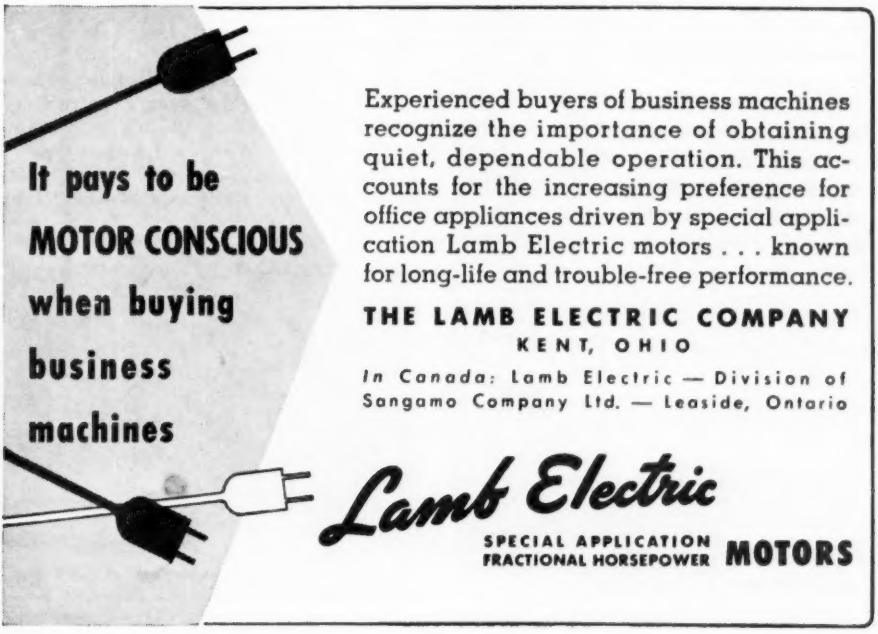
Copease Co., national distributors of Copease photocopying machines, was incorporated, according to Charles E. Hallenborg, president of the corporation, which succeeds a business of the same name. Frank M. Gale has been named vice president of the corporation. Copease Corp. has just taken an entire floor at 270 Park Ave., New York, to handle their increased volume of business.

McBee Sales Changes

H. C. Davis, president, McBee Co., announced the combination of the Binder Division and the Accounting Equipment Division into one selling organization. General sales manager E. H. Gibson, New York, will direct the activities of all McBee salesmen in the single organization. The combination was effected to bring closer relationship between the groups and reduce traveling time formerly necessary for salesmen of the Binder Division. G. T. Richmond was appointed director of transportation sales. E. B. Hundley became sales promotion manager for binders. Both will operate from St. Louis. McBee Co. is a division of Royal McBee Corp.

French Office Equipment Show

The fifth annual International Office Equipment Show takes place Oct. 13-24 in Paris. This exhibition has developed into one of the most successful trade fairs in Europe. Office machines, systems, furniture and supplies from nearly all Europe as well as the U. S. will be on display. Write for further information: SICOB, 6 Place de Valois, Paris 1, France.



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TELEPHONE RI-5816

139-A Howell St. Dallas, Texas

Stationery Newsletter

J. J. Lester & Co., Dept. O, 305 Canal St., New York 13, N. Y., "Mail Order Stationers to the Nation," will publish a monthly news and feature letter, "Stationery Topics," which will carry articles, stories, cartoons, etc., of interest to office managers and purchasing executives. Specials on general office and stationery supplies will be included. The first issue will appear this month and a free copy each month can be had by writing the above address.

Typewriters in India

The Government of India invited firms interested in making typewriters there to submit plans last month. In the year ended March 31, 1954, India imported 6,226 typewriters from the U. S. and 5,110 from Italy and other countries. In 1953, Remington Rand assembled 10,000 machines at its Calcutta plant. A large Indian manufacturer has announced plans to design and produce a typewriter.

Nepco Scholarships

Nepco Foundation scholarship awards for the 1954-55 school year went to Gary Dickey, Joanne Coon, Phillip Larsen and Frances Koch. Awards for last year's winners have been renewed for an additional year by Nekoosa-Edwards Paper Co.

Modern, landscaped showroom of Carr Business Machines, Smith-Corona dealer, in Great Neck, N. Y.

SUPPLIERS OF EXPERTLY CONSTRUCTED

SILK FABRICS

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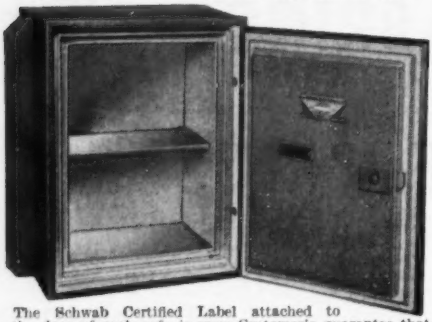

The Schwab Certified Label attached to the door of each safe is your Customer's guarantee that this wall safe has been furnace tested for one hour fire protection, at 1700° temperature.

Dimensions:	Wide	High	Length
Outside	13⅞	10¾	17⅝
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THE SCHWAB SAFE COMPANY
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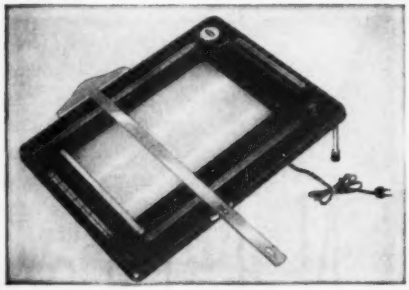
TECHNYSCOPE MODEL F-2



The use of FLUORESCENT LIGHTING introduces an entirely new standard of scope illumination. The glass of the Scope and stencil remain cool. The entire writing area of the stencil is amply and evenly illuminated.

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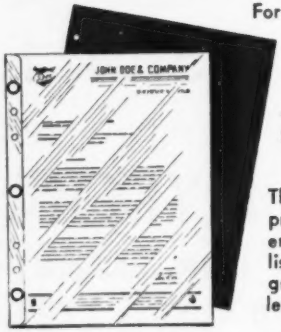

***METAL EYELETS — an exclusive Amfile feature**

They glamorize proposals, presentations, price-lists, photographs — any letter-size papers.

A one-inch ring binder holds up to 25 protectors. Made of heavy gauge, non-inflammable acetate. Size 11 x 8½". Packed 25 to a box.

If your dealer doesn't have them in stock, send us his name and we'll see that you are supplied promptly. Write for circular.

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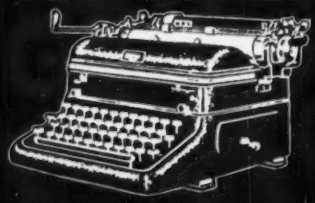
TYPEWRITERS ALL MAKES



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THE UTMOST IN QUALITY
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REGAL TYPEWRITER COMPANY, INC.
200 HUDSON ST., NEW YORK 13, N. Y.

For Permanent Hecto Ink

Columbia Ribbon & Carbon Mfg. Co. has signed Adelphi College, Garden City, N. Y., to a $5,000 research contract. The ultimate aim of the project is to produce a hectograph ink which will not fade over a period of time as do those presently in use. "Such a discovery will perfect the hectographing technique, insuring fade-proof office records by means of handy, inexpensive duplication. It will greatly increase the already numerous uses of the widely adaptable spirit hectograph duplicator," according to F. R. Nichols, Columbia president. Directors of the project are Douglas A. Newman, in charge of research for Columbia, and Dr. Alfred Vogel, chairman of Adelphi's chemistry department.

Furniture Representative

Milwaukee Chair Co. and Milwaukee Furniture Co. are now represented in Calif., Ariz., and Nev., by Leekley & Booz, 903 N. Main St., Los Angeles 12.

Acco Strike Ended

Acco Products, Inc., Ogdensburg, N. Y., announced that its strike ended in June and that orders on the books are now on their way with the plant back in production.

Fox River Paper Corp. has equipped over 100 paper merchants' trucks with frames and waterproof posters which will be changed every 1½ to 2 months, without charge. Frames are 44" x 28" and 28" x 22" for large and small trucks.

Keep valuable papers together with **SCHLEGEL PULL FASTENERS**

Keep letters, documents, records and magazines together for *good* this safe, permanent way.

Simply slip a Schlegel Pull Fastener around the pack and draw the fastener snug. It ties without knots. It won't untie unless you want it to. And you control the tension so that there's no tearing or crimping. Unlike rubber bands, they're never too tight or too loose. What's more, Schlegel Pull Fasteners last indefinitely.

Banks, lawyers, utilities, railroads, architects, libraries and businesses of all kinds have used Schlegel Pull Fasteners since 1910. Fourteen sizes to choose from. They're economical, too. You can re-use them time and time again. Order from your stationer, or write direct. Samples, information, and prices on request. Write today. You'll be glad you did.

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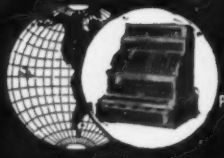

HIGHEST QUALITY PRODUCTS

NEW ADDRESS:
International Cash Register & Parts Co.
207 E. EVERGREEN ST., MT. PROSPECT, ILL.

Shelving in Cartons

Bernard Franklin Co., Hedley & Bath Sts., Philadelphia 37, now make cartoned utility shelving racks in four styles. Dealers are invited to write for data and prices.

Gilbert J. Owen

Gilbert J. Owen, 56, vice president in charge of sales and a director of Todd Co., died Aug. 8 after a brief illness. Mr. Owen was a key figure in the growth of Todd Co. and is given major credit for development of Todd's worldwide export business. Later, as general sales manager, he turned his talents to the development of Todd's domestic business in banking and commercial products, where he did an equally successful job. He joined Todd in 1923 and held many responsible company positions in the last 31 years. The firm's nationwide sales volume has grown steadily under his leadership.

Earl G. Hicks

Earl G. Hicks, 67, assistant general sales manager and a director of Todd Co., died July 17 after a brief illness. Mr. Hicks was associated with the company for 34 years. He served as salesman, bank supply supervisor, west coast sales division manager and manager of commercial check sales. He was appointed assistant general sales manager in 1945 and a director in 1949.

Dwight N. Briggs

Dwight N. Briggs, 54, New York sales representative for Sun Rubber Co., died July 26. Well known in the stationery field, Mr. Briggs founded the Stationers' 12:30 Club of New York City.

George L. McCarthy

George Lewis McCarthy, 66, inventor of the microfilming machine and chairman of the board of Recordak Corp., subsidiary of Eastman Kodak Co., died July 9.

75 DIFFERENT MARKETS!

for office equipment and supplies.

Last April 1,232 office stapling machines were exported to the Belgian Congo from the United States. The Congo is but one of 75 countries and territories where every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and steadily used by all office equipment importers, dealers and specialists. Increase your export business. Advertise in OFFICE EQUIPMENT EXPORTER 1954 to sell:

Afghanistan	Ceylon	Northern Ireland	Japan	Nepal	Sudan
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Algiers	Denmark	Haiti	Korea	" West Indies	Sweden
Arabia	Egypt	Hawaii	Lebanon	New Zealand	Switzerland
Australia	Ethiopia	Hong Kong	Liberia	Norway	Syria
Austria	Finland	Iceland	Libya	Pakistan	Tanganyika
Belgium	Formosa	India	Luxembourg	Philippines	Tunisia
Belgian Congo	France	Indonesia	Madagascar	Portuguese Africa	Turkey
British East Africa	French Africa	Iran	Madeira Islands	Puerto Rico	Union South Africa
British Guiana	French Guiana	Iraq	Malaysia	Rhodesia	Viet Nam
British Honduras	Germany	Ireland	Malta	Siam	West Indies
Burma	Gibraltar	Israel	Morocco	South Sea Islands	Yugoslavia
Canada	Great Britain	Italy			

Good agents and dealers are necessary to sell your products abroad. The advertising pages of OFFICE EQUIPMENT EXPORTER find new ones for you and remind old ones about the advantages of your products. Remember, conditions change drastically over a full year in agent relationships, market demand, tariffs, import licenses and trade policy.

Advertising in OFFICE EQUIPMENT EXPORTER is the one most productive and economical way to keep every available outlet in these countries familiar with your company and merchandise—and ready to take advantage of each new opportunity.

Send now for more information on circulation, moderate advertising rates and what O.E.E. can do for your products.

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As We See it

Electronic Progress

WITH the installation of a UNIVAC at General Electric Co. in Louisville, electronic computers were introduced to the business world.

For the next few years, a business should anticipate replacing at least 100 clerical workers to justify the installation of a modern general purpose automatic computer such as UNIVAC or IBM 701 or 702. There is no iron law about this and within our business generation it is foreseen that small firms with less than 1,000 total employees will be able to utilize information processing equipment. Not for the present, however.

Most computer installations of the all-purpose type will replace present punched card operations.

It is not necessary to run a computer all day, every day, to justify an installation.

For office managers and systems men interested in the subject, much of the scientific jargon on computer theory has been more confusing than helpful. Start to think of bottlenecks and delays in your own business where the great speed and sequential ability of these machines can be used, perhaps in areas not previously mechanized.

High cost and obsolescence of existing models should not prevent consideration of computer use. Remember, these machines can be rented if you do not feel like spending a million dollars.

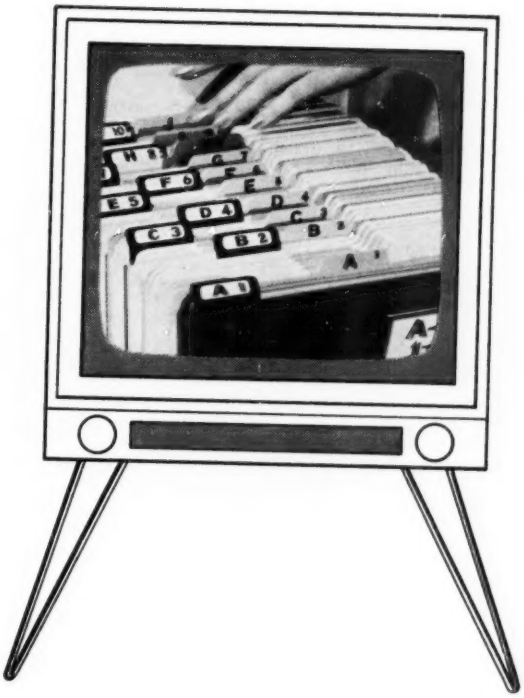
One of the greatest advantages to stem from proper use of data processing equipment will be their contribution to organization policy and judgment, in addition to the swifter historical and accounting fulfillment.

The enterprises to benefit most from electronics will be those with imagination and who employ computers extensively in new fields as well as orthodox areas.

Those firms who successfully adopt general purpose computer benefits will enjoy a rapid competitive edge in sales and research as well as accounting.

There still remains the human question. These computers are often discussed in terms of replacement and saving salaries of hundreds, or even thousands, of office workers. Is it not timely to ask what these office workers will do? They cannot all be absorbed in different departments of the enterprises installing information processing equipment. The tight office labor market of the past decade cannot be expected to last forever. Despite bland assurances about evolution and absorption from those on one side of the question, is it fully appreciated just how revolutionary a development these modern computers represent?

now see it



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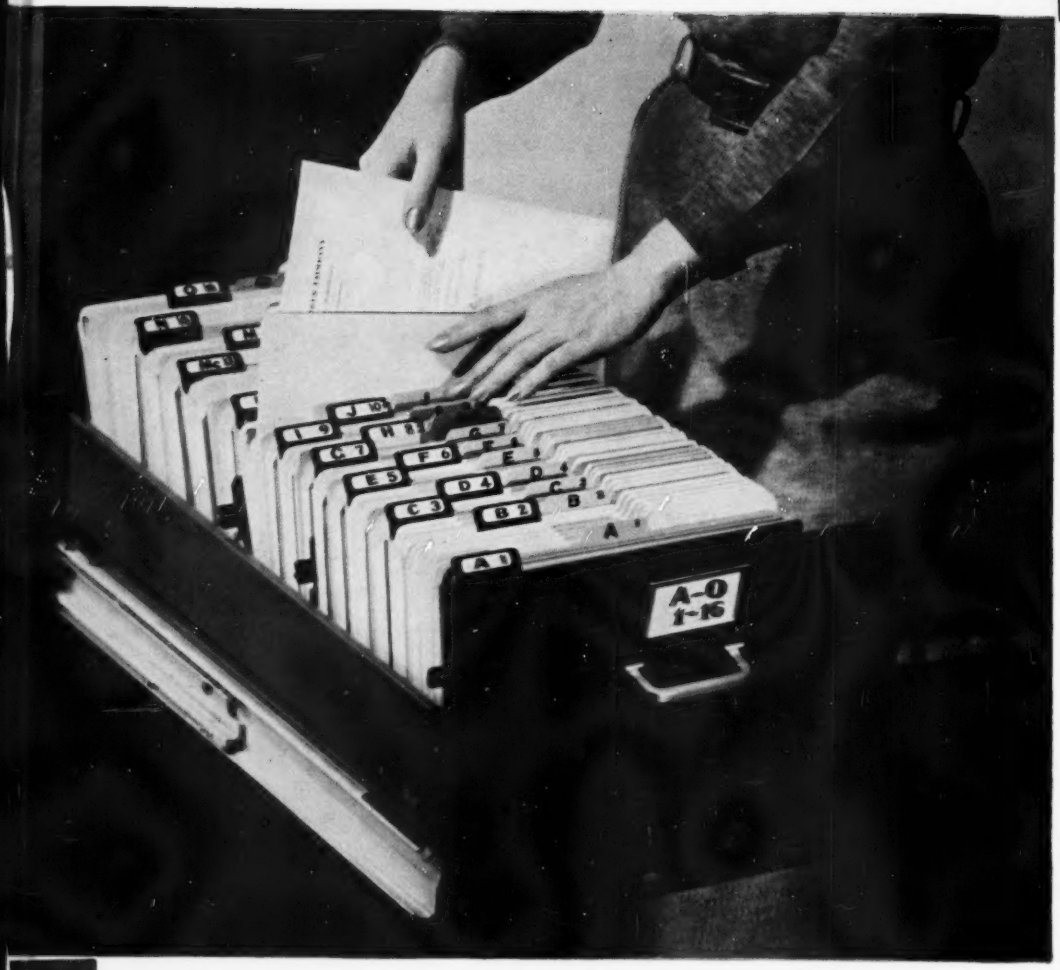

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Smead's Tell-I-Vision System does more than just contain correspondence. The bright index tabs (in alternating colors) speed filing and finding.

After Viewing Replace Glasses With Tape

Your Filing System should meet certain rigid and certain flexible requirements. What are these requirements? See the back page of this insert.

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3D VIEWER

LEFT EYE

RIGHT EYE

HOLD HERE
IN
RIGHT HAND

this is . . .

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c. Simple, logical arrangement of guides and folders.

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be sure you see and try the NEW UNDERWOOD ELECTRIC

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